

2010 LAWRENCE FARMERS MARKET GUIDELINES & AGREEMENT

General Information

- *Locations:*
 - (Wednesdays) Appleton Way, between Essex and Common Streets, near City Hall at 200 Common Street, Lawrence
 - (Saturdays) 216 Park Street, Lawrence, in the parking lot on the corner of Lawrence & Park Streets across from Greater Lawrence Family Health Center
 - (TBD Weekday Evening) Lawrence MBTA Commuter Rail Station, 211 Merrimack Street, Lawrence
- *Season Dates:*
 - (Wednesdays) Every Wednesday from July 7-October 27 (17 weeks)
 - (Saturdays) Every Saturday beginning July 10. End date TBD (summer and potentially extending into fall)
 - (TBD Weekday Evening) Beginning the week of July 4th. End date TBD (summer and potentially extending into fall)
- *Hours:*
 - (Wednesdays) **9 am to 4 pm**
 - (Saturdays) **9 am - 1 pm**
 - (TBD Weekday Evening) **4 - 7:30 pm**
- *Vendible Products:* All Massachusetts & New Hampshire-grown and made agricultural products, prepared foods, and art/craft vendors
- *A Note about New Market Days & Locations:* This year, in an attempt to provide increased access to fresh food for Lawrence residents as well as open up new markets for local vendors, we will be establishing a Saturday morning market in addition to our Wednesday market. We are also looking into the possibility of holding a third market on a weekday evening at the Lawrence Commuter Rail Station from approximately 4:00 - 7:30 PM. **If you are interested in participating in the weekday evening market at the Lawrence Train station, please note on the form below which weeknight you prefer, we will try to take your preference into consideration.**

Fees & Space

In an effort to better track the market's growth and future potential, Groundwork Lawrence (GWL), managers of the Lawrence Farmers Market, is introducing a new fee system, as follows:

1. All vendors must choose from 3 commitment options:
 - a. **Full Season, 17 weeks** *
 - b. **Summer Season, 8 weeks**
 - c. **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).

*** Please note that the new Saturday and TBD Weekday Evening Markets are pilot summer programs and will continue into fall based on the success and popularity of the market as well as growers and manager capacity to**



continue. Be sure to select the “summer” time commitment for these markets on form below.

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 GWL will deduct the remainder of your fee monthly as the season continues. This deposit is due no later than **1 month** before the opening day of the market (June 7, 2010), payable to Groundwork Lawrence.* Therefore, fee rates are as follows:
 - a. Full Season commitment, 17 weeks = **\$425**
 - b. Summer Season commitment, 8 weeks = **\$200**
 - c. One Month Trial commitment, 4 consecutive weeks = **\$100**

3. Due to lower sales potential, all **prepared food and art/craft vendors** will be required to pay an upfront deposit of **\$10 per number of committed weeks** due no later than **1 month** before the opening day of the market (June 7, 2010), payable to Groundwork Lawrence.* Therefore, fee rates are as follows:
 - a. Full Season commitment, 17 weeks = **\$170**
 - b. Summer Season commitment, 8 weeks = **\$80**
 - c. One Month Trial commitment, 4 consecutive weeks = **\$40**

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

4. All vendors will be required to report their total monthly sales at the end of end of each month during the market season. Sales will be reported anonymously; vendors will be asked to write the total monthly sales figure on a piece of paper **without** their business name and drop this piece of paper into a hat, or using an online service. This is so that GWL, as market manager, can continue to have a sense of the success of the market, while still respecting the privacy of each grower.

5. The amount of space each vendor receives will be determined by GWL upon receipt of all 2010 market vendor application & agreement forms; at a minimum each vendor will be given a 10' x 10' space.

Vendor Guidelines & Responsibilities

All Vendors:

1. Be on time (different for each type of vendor, detailed below) 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 GWL if there is an unavoidable issue 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, and “Food Stamps & Credit/Debit Accepted!” sign at your tent/table on all market days for which you are present.
5. Accept Food Stamps, senior coupons, WIC vouchers, debit, credit, cash, and any Groundwork Lawrence-approved temporary coupons or discounts.
6. Operate a wireless Point Of Sale (POS) terminal at your booth for EBT/SNAP/Food Stamp and debit/credit sales. Return this terminal to the market manager at the end of the market day.



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 total monthly sales anonymously to the GWL market manager at the end of each month during the market season.

Agricultural Vendors Only:

1. 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.
2. Submit a copy of your existing Liability Insurance to GWL **and include Groundwork Lawrence as an additional insured on your policy.**
3. Fill out the produce list to indicate what produce (and other products) you are 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.**
4. 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 grown in MA or NH and be clearly labeled. Labels for off-farm goods should include farm name and growing practices of that farm.

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 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.

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.

Vendor Dismissal Policy

For any vendor who does not adhere to any of the above rules, GWL, as manager of the Lawrence Farmers Market, 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 2009 market season. Vendor fees will not be refunded.

Market Manager (GWL) Responsibilities

- Have a market manager on site every Wednesday and Saturday at the beginning and end of the market day (at least) and be available by phone for any issues that occur during the 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.
- Distribute wireless POS terminals to growers at the beginning of each market day and collect them at the end of each market day; provide training on the use of the machines, and serve as a resource for issues with these terminals and maintain them.
- Contact you to get information about your farm or business (history, ownership information, acreage, etc.) and (if applicable) growing or sourcing practices (i.e., “IPM certified”) so that we may create materials that can be posted on your tent (customers frequently request this information).
- Address any concerns brought up in relation to the farmers market.



2010 Vendor Application & Agreement Form

Vendor Information

Vendor/Business Name: _____

Contact Name: _____

Physical Address: _____

Mailing/Billing 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 Ag Vendors	Deposit Art/Craft/Prepared Food Vendors
Wednesday:		
<i>Full Season/17 Wks</i>	<i>\$170 min/\$425 total</i>	<i>\$170</i>
<i>Summer / 8 Wks</i>	<i>\$80 min/\$200 total</i>	<i>\$80</i>
<i>1 Mo. Trial/ 4 Wks</i>	<i>\$40 min/\$100 total</i>	<i>\$40</i>
Saturday:		
<i>Summer/ 8 Wks</i>	<i>\$80 min/\$200 total</i>	<i>\$80</i>
<i>1 Mo. Trial/ 4 Wks</i>	<i>\$40 min/\$100 total</i>	<i>\$40</i>
TBD Weekday Evening:		
<i>Summer/ 8 Wks</i>	<i>\$80 min/\$200 total</i>	<i>\$80</i>
<i>1 Mo. Trial/ 4 Wks.</i>	<i>\$40 min/\$100 total</i>	<i>\$40</i>
TOTAL DUE:		

**Vendors wishing to select the 1 Mo. 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 Lawrence Farmers 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 Lawrence Farmers Market. I (we) also understand that this application does not guarantee my (our) participation in the Lawrence Farmers Market, but that Groundwork Lawrence will contact me to follow up.

Member Signature

Date

