



New Hope Community Farmers Market

Market Information and Guidelines for the 2010 Season

Saturdays

8:00 AM to 1:00 PM

4300 Xylon Avenue North parking lot

www.newhopemarket.org



The New Hope Community Farmers Market (NHC FM) is a market in which farmers, growers, artists, crafters, and select local businesses sell their own products directly to the public, allowing consumers to have a direct relationship with the producer of the items they purchase and to promote healthy lifestyles while sustaining local agriculture and commerce. This market will emphasize quality and freshness.

The rules, policies, and guidelines followed at the New Hope Community Farmers Market may be changed by the Market Coordinator with approval of the New Hope Community Farmers Market Board of Directors.

Application and Fees

- Those wishing to participate in the Market must complete an application form and return it with the non-refundable application fee to the New Hope Community Farmers Market before consideration for participation in the Market. Applications are due March 15, 2010.
- An application is only deemed complete when completed application, signature and application fee are included. A partial application will not be accepted.
- The New Hope Community Farmers Market shall review and approve all vendor applications before a vendor can participate in the Market. Space at the Market and the items a vendor offers will be some, but not all of the factors in determining approval.
- During selection of a vendor, the Market shall not discriminate on the basis of race, color, creed, religion, ancestry, national origin, sexual orientation, disability, age, marital status, or status with regard to public assistance.
- The Board of Directors will review all applications. Applicants will be made aware of their Market status by April 1, 2010. Those accepted to the Market will receive, along with their acceptance letter, an invoice for the stall fee and a letter stating the items approved for sale.
- All first half payments are due by April 15, 2010. All second half fees are due by May 15, 2010. Late payments are subject to a \$50.00 late fee within 15 days, except for hardship cases approved by the Market Coordinator and Board. No payments will be accepted after May 31, 2010 and reserved stalls will be relocated to another vendor.
- Should attendance (either vendor or customer) fall below expectations, the NHC FM Board of Directors reserves the right at any time to cancel the balance of the Market dates. Vendors will be reimbursed the vendor fee on a pro-rated basis.

Market Goods

- The following items are generally approved for sale:
 - Vendor grown fresh fruits and vegetables
 - Vendor grown herbs and spices
 - Vendor produced farmstead products such as cheese, meats, fish, poultry, eggs, baked goods, canned goods, honey, maple syrup and preserves, if prepared and packaged in accordance with rules established by the Minnesota Department of Agriculture
 - Vendor grown bedding plants, hanging and potted plants, and cut flowers
 - Vendor grown dried flowers or plants
 - Arts and crafts hand-made by vendor and/or their employees.
- **Products not listed above must receive clearance from the Market Coordinator before sale.**
- Products purchased for resale at the Market are generally not allowed and must have prior approval of the Market Coordinator.
- Vendors may not sell any items not approved or shown in their Market Application. Market staff reserves the right to ask vendors to remove products.
- **Vendors seeking to sell items not listed on their application must request approval, in writing, of an amendment to their application. Unlisted items may not be sold until the application amendment has been approved by the Market Coordinator.**
- Market staff reserves the right to refuse admittance at their discretion.

Items Offered for Sale

- All items must be prepared, displayed and stored in accordance with the Minnesota Department of Agriculture, Minnesota Department of Health and Hennepin County Community Health Department guidelines.
- All producers of processed items (i.e. cheese, meats, jams, jellies, syrups, baked goods, pickled products, canned goods, etc.) are required to adhere to all state and local laws pertaining to the production and selling of such goods.
- Processed food items should be sold with a valid processing license or comply with State of Minnesota labeling law requirements.
- Produce sold as Certified Organic must have originated from an organic grown Certified Farm, and the vendor must provide a copy of their National Organic Standard certificate as provided by a USDA accredited agent.
- Farmers and growers that are not Certified Organic can advertise or sell produce as “Chemical Free” if they practice chemical free farming.
- All items should be sold by bulk, bundle or individual item. Items sold by weight units of measure require a Minnesota State Certified Scale.
- Market staff reserves the right to inspect crops and production areas at any time before or during the market season.

Market Operations

- **Vendors may begin setting up at 6:00 AM, but not before that time, on Market days.** A Market Manager will be at the Market location at 6:00 AM to check in vendors and assist vendors with any questions. Any vendor entering the Market location prior to 6:00 AM will result in a fine.
- The Market will begin at exactly 8:00 AM with the blowing of a horn. No presales are allowed. Failure to comply with the starting time will result in a fine.
- There will be no moving vehicles in the market area between 7:45 AM and 1:05 PM. If you arrive after 7:45 AM, you must park in an adjacent area and walk your merchandise and supplies (tents, tables, etc.) to and from your stall location. Failure to comply with this regulation may result in a loss of future selling privileges.

- Market vendors must be ready to start selling at 8:00 AM on Market days. The New Hope Community Farmers Market encourages vendors to be in place ½ hour before the Market opens, but please note no presales are allowed. Vendors must remain until the Market closes.
- Any vendor who the Market staff feels is not complying with the Market rules may be asked to leave. The vendor in turn may petition to be re-accepted to the Market if approved by the Market Board of Directors.

Market Setup

- The Market will occur in rain, shine or snow. Market hours may be adjusted if threatening weather occurs. Please call if you have any questions.
- All items must be contained within a vendor's assigned space. Vendors may request 1, 2 or 3 stalls.
- Vendors are allowed only one vehicle in their assigned space. Additional vehicles may be parked in an adjacent lot. Parking of vehicles, other than those used for loading or unloading of products, will not be allowed in the Market.
- Vendors are responsible for providing tables, canopies and other items needed for their display. A canopy and professional looking set up are required.
- Tents and canopies must be weighted down.
- No stakes may be pounded into the tarmac.
- No electricity or water is provided or available.
- Stall space will be assigned by Market staff to allow for the best product mix and traffic flow.
- Market staff has the authority to move and reassign stall space to enhance or facilitate Market operations at any time during the season or at the discretion of the Market Coordinator or Board.
- Stall space is available to those actively engaged in selling accepted products. Accepted products are those listed in the Market Good section of this document. Solicitation unrelated to the sale of approved goods is prohibited.
- Stall space is not transferable.
- All displays must be neat and tasteful.
- Pets, smoking and alcoholic beverages are prohibited in the Market.
- The general cleanliness of the Market is everyone's responsibility. All vendors must keep their area neat while selling and make certain that the area is clean before leaving.
- All Market vendors should represent themselves in an appropriate manner, dress, and state of cleanliness. Shirts and shoes must be worn at all times.
- Price, terms of sale, etc. are determined between buyer and seller only.
- All vendors agree to abide by fair business practices.
- Vendors must remove all trash from the Market area by 2:00 PM. This includes produce debris, bags and boxes as a result of their sales. Trash cans are provided only for consumer use only. Vendors found in violation of this will be fined.
- Vendors selling ready-made food at the Market must have adequate garbage receptacle(s) visible and accessible to customers.

Permits, Licenses, Taxes and Insurance

- All permits and licenses required by the City of New Hope, Hennepin County, the State of Minnesota or the Federal Government are the sole responsibility of the vendors.
- Any required sales tax collections and remittances are the sole responsibility of the vendors.
- All vendors are responsible for knowing if they need a sales tax ID number. If you are required to have a number, that must be included on the Market application. If you do not require a tax ID number, a confirmation letter stating so must be submitted to the Market Coordinator.
- The New Hope Community Farmers Market, Gator Investments and Sears Corporation are not liable for any injury, theft, or damage to either the buyer or seller, or their property, arising out of or pertaining to preparation for or participation in the New Hope Community Farmers Market; whether such injury, theft or damage occurred prior,

during, or after the New Hope Community Farmers Market, seller further agrees to indemnify and hold the New Hope Community Farmers Market, Gator Investments and Sears Corporation harmless for and against any claims for such injury, theft or damage.

- All vendors should carry their own general liability and product liability insurance, as the New Hope Community Farmers Market does not provide this coverage.
- All vendors must include a copy of all licenses and insurance certificate with their application.

Violation Enforcement

- The Market reserves the right to enforce the rules and regulations stated in this document. The Market President, Coordinator, Manager or Board of Directors reserves the right to levy fines on Market vendors for any violation of Market rules.
- A complaint form is available for anyone to file a complaint of violation of rules. A written complaint can be filed by anyone to the Board of Directors.
- All violations and complaints will be investigated and reviewed by the President, Coordinator, Manager or Board of Directors. Fines will be levied accordingly.
- Vendors may appeal fine levy decisions, in writing, to the Board of Directors within five business days of written notification. Following review of written appeal, the Board of Directors decision is final.
- Fines must be paid within ten business days of receipt. Unpaid fines may result in additional fines and/or loss of selling space for one week.
- Fine amounts will increase with additional violations. A vendors' inclusion in the Market will be reviewed upon three violations and may result in revocation in rights to sell at the Market.
- All offenses are cumulative over the lifetime of a vendor's participation in the Market.
- If vendor's selling rights are removed, the selling rights of the primary seller's immediate family, including parents, grandparents, siblings, sons/daughters, aunts/uncles, cousins, and nieces/nephews, are also removed.
- Violations are categorized under the following violation schedule:

Minor Offense	Major Offense
Alcoholic beverages.	Discourtesies, obscene language, shouting at patrons, market employees or volunteers, Board Members or other vendors.
Not clearing stall space after market or inappropriately using market garbage containers.	Criticizing another vendors' quality or pricing of product while at the Market.
Selling item not listed on application.	Repeat violation of selling unauthorized item.
Selling outside of designated stall space.	Selling product under false information.
Selling before or after Market hours.	Any action that threatens the safety of customers or vendors.
Failure to clean up stall space.	Any health violation.
Overly aggressive solicitation of customers.	Damage to property.
Lack of proper canopy or signage.	Unauthorized absence from Market.
Fines	
1st offense - \$25 fine	1st offense - \$50 fine
2nd offense - \$50 fine	2nd offense - \$100 fine, one week suspension
3rd offense - \$150 fine, one week suspension	3rd offense - \$150 fine, two week suspension, review of vendor's right to sell