

Cape Ann Farmers' Market Application – 2012

Site: Stage Fort Park, Gloucester, MA

Dates: Thursday June 21 – October 11 Time: 3:00PM – 6:30PM

Purpose

- Provide fresh, local, wholesome produce from farmers to residents
- Promote a local, sustainable food system
- Provide a wholesome social experience that builds community
- Educate participants about healthy eating and sustainable living

Market Policies

Applications: Anyone wishing to set up a booth must submit the attached application with a \$50 Membership/Application Fee and be approved (space is limited).

Attendance: Farm and fish vendors are expected to attend every week unless otherwise arranged. If two markets are missed during the season the Market Manager has the authority to cancel a vendor's participation and offer the space to another vendor on the waiting list. The Market Manager will handle extenuating circumstances as they arise. Depending on interest from community crafters, participation of craft vendors will rotate to create a diversity of products.

Start and Stop times: The Market will open at 3:00 p.m., which will be signaled by the ringing of a bell. *No sales are allowed before the opening bell.* The Market will close at 6:30 p.m. All vendors are expected to shut down promptly. Vendors may arrive anytime after 1:15 p.m. to set-up, **must be fully set up by 2:45 p.m.**, and must stay until the close of the Market.

Rain or Shine: The market will be held "rain or shine" – unless the weather is dangerous. The Market Manager will notify vendors of a cancellation due to extreme weather.

Booth Fees: The price is \$25.00 per 10 x 10 space per week **if you sign up for the whole season.** In addition if you pay in advance for the season, we will give you one week free. The price per market is \$35.00 per 10 x 10 space **if you sign up for less than the whole season;** 10' x 10' (\$35/week) 10 x 20 (\$70/week) 10 x 30 (\$105/week) 10x 40 (\$140.00/week, maximum space available). Signing up for the whole season greatly reduces your fees and our workload!

The Market Manager will collect booth fees during the last hour of each Market.

Utilities: We can provide limited electricity with advance notice. We will also make available cold water, paper towels, and restrooms.

Liability Insurance: Vendors must show proof of their own liability insurance; some cottage industries buy liability insurance through associations or guilds, others through their homeowner's policy. If you would like more information please contact the Market Manager.

No Hawking: Business must be conducted from inside the booth. Performers may wander the field.

Gratuity Basket for Performers: The Cape Ann Farmers' Market is eager to have music and other performers at each market. Since they are not paid and they bring more business to the market, vendors will be asked to contribute goods to a gratuity basket that the Market Manager or a member of the CAFM Advisory Committee will collect at each market and give to the performer(s).

Product Diversity: To promote product diversity and the profitability of existing vendors, the CAFM reserves the right to restrict the number of vendors selling similar products. We will give preference to the products that are the most local (within 100 miles), sustainably produced, and to seniority at the market.

All vendors are required to bring their own garbage receptacle and honor the cities carry in-carry out policy --please do not leave your garbage. We also strongly suggest that you recycle at the market.

Farm and Fish Vendors

Local Food only: All produce must be from your farm or a neighboring farm. Up to 25% can be from neighboring farms, but no GMOs. We strongly suggest you hang signage that describes where and how your food is produced or grown ie; **GROWN WITH OUT THE USE OF PESTICIDES**". We have found that this kind of signage helps to promote conversation about the health and ecosystem advantages of different growing methods and helps to increase sales. Only locally landed fish should be sold at the market.

Farm Booth Workers: We want citizens to learn about where their food comes from. Towards that end, we ask that at least one person from the farmers' immediate family or an employee who works on the farm at least half the time be present at the market. This person should be able (and thrilled) to speak knowledgably about the growing process from experience working the farm. We recognize the difficulty of having growers at the market and ask you to talk to the Market Manager if this presents a problem.

Coupons: WIC Coupons Senior Coupons, and EBT purchases at the market: The Cape Ann Farmers' Market intends to be a place where people of any financial means can shop. There are several programs that help us achieve this goal (and boost the sale of your food products at the same time).

WIC Coupons & Senior Coupons -- are made available to qualifying families and seniors. Produce vendors may accept the coupons and will be reimbursed by the state dollar-for-dollar. We strongly recommend that farms get certified to accept these coupons. Farmers must apply to MA Dept of Agricultural Resources by mid May. Call Lisa Damon at 617-626-1731 for more info. (**Reminder** -- only farms may accept Farmers' Market coupons and only for fresh produce).

EBT -- is the electronic form of SNAP benefits (formerly known as Food Stamps). Any food vendor can accept EBT, with the exception of hot, prepared food, such as pizza. The CAFM administers the EBT program and there is no preparation that you need to do ahead of time.

Backyard Growers: We are strongly interested in promoting backyard growing at the market to encourage building a sustainable food system on Cape Ann. Backyard growers are not allowed to undercut the prices of professional farmers. However, given that they only have one opportunity each week to sell the produce they have harvested, the backyard growers will be allowed to discount their produce during the last ½ hour of the market. If the professional farmers wish to do so as well this would support our efforts to get good local food in the hands of the low-income people in our community. We ask that people selling at the BYG table give 10% of their market income back to the CAFM/BYG Program based on the honor system...

For more information about the Backyard Growers Program please contact Lara Lepionka, Backyard Growers Coordinator, at 978-283-1308 or lara@beaconstreetfarm.org, or visit us on the web at <http://www.capeannfarmersmarket.org/backyard-growers/index.html>.

ALL Food Vendors

Local Prepared Food only: Baked goods, jams, jellies, and similar prepared foods may be sold if made by the vendor. The maker should be at the market.

Health/Food Permits: Vendors of any prepared or ready to eat foods must provide a copy of the following; their **Health Permit** from their hometown, **Insurance Policy** and a **Gloucester Mobile Food Unit Permit with this application**. The Gloucester Board of Health requires vendors to apply for a Mobile Food Unit Permit. Food must be served using **ServSafe** methods. Visit the Gloucester Health Department for permits and **ServSafe** instructions at the CATA building, 978-281-9771 ask for Rosalie Nicastro.

Non-Food/Craft Vendors

Locally made items only: Crafts at the market must be high quality, locally made, take skill and creativity. Preference will be given to crafts that use recycled, natural and local materials. Space is extremely limited.

Artist sellers: We ask that the artist/maker of the goods be at the market though we do expect that many crafts people will cooperate to sell each other's work on a rotating basis.

The Farmers' Market Committee Sales: The CAFM may sell t-shirts, water bottles, bags and other products to advertise the market and help pay for market operations.

Education Organizations

The Cape Ann Farmers' Market will make 1-3 booths available for free each week to educational non-profit organizations. Preference will be given to the following topics:

Agrarian Living: organic gardening, backyard chickens, backyard composting, local/bioregional food systems and fair trade, green lawn care, native plants, invasive plants, local birds, rain barrels etc

Sustainability: alternative energy (wind, water, solar, bio-diesel, etc.), green building, carbon footprint, recycling, etc.

Local Fisheries: fisheries practices, boats and ropes, sustainable fisheries, fisheries economics, etc.

Nutrition: healthy eating, canning and preserves, etc.

Cape Ann History: arts, culture, people, etc.

We encourage activities that promote community based, civic engagement. Petitions and issue-focused campaigns are encouraged. Partisan and candidate focused politics are discouraged. Any sales or fundraising activity must be clearly identified on the application and must be approved prior to the market. Educational organization that are selling or fundraising will be charged the standard \$35 for a 10x10 booth. However, if the primary purpose is to sell the organization's goods (e.g. raffle tickets) or to solicit contributions, the application is likely to be rejected.

Kids Activities

The Cape Ann Farmers' Market strives to have a kid's activity at 4:00 p.m. at every Farmers' Market. Community organizations or businesses are invited to sponsor and organize an interactive activity appropriate for kids ages 3 – 10. Activities should engage the arts, food, gardening or physical activities consistent with a farmers' market. This tent is generously organized and run by Cape Ann Art Haven, you may contact them at 978-283-3888

Our grievance policy

All complaints /grievances are handled on a case by case basis- the market manager either works through the grievance if appropriate or presents it to the CAFM advisory committee for further consideration and reconciliation-

It is our policy that all vendors must display prices.

Exceptions:

The Cape Ann Farmers' Market Advisory Committee may make exceptions to any of these policies but is expected to do so rarely.

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Type: ___ Farm or Prepared food ___ Educational ___ Craft Vendor

Name of Farm or Business _____

Name(s) of contact person(s) at market

Address _____, _____
Street City State Zip

Home phone (____)____--_____

Business phone (____)____--_____

Mobile/Contact phone (____)____--_____

E-mail _____

Website _____

Booth dimensions and prices: (please check)

Full season- \$25.00 per 10x10 space and one-week free if paid in advance-

Visiting vendor (not full season), \$35.00 per 10 x 10 space per week therefore:

___10' x 10' (\$35/week) ___10 x 20 (\$70/week) ___10 x 30 (\$105/week). If you are interested in being a visiting vendor please suggest dates:

We will endeavor to keep full season weekly participants in the same booth for the season. Visiting vendors will be rotated as needed.

Membership/Application Fee: All applicants must submit a non-refundable \$50 membership/application fee. This fee will not only help to offset the cost of the day-to-day operation of the market but cover all advertising, signage and web site costs.

If you would like us to link you to our web site, please send an email to this address: capeannfarmersmarket@gmail.com with all relevant information

We appreciate reciprocal links too!

Items to be offered (please be specific and include any NEW items for 2012)

Agricultural Vendors: What type of operation do you have? Certified Organic ___ Organic/sustainable methods without certification ___IPM ___Conventional ___

Are you intending to be a MA Farmers' Market Nutrition Program Participant in 2012? _____

How many acres or square feet do you cultivate? _____

I have read the Market Policies and agree to abide by them and the spirit of this Farmers' Market and recognize that failure to adhere to them may result in penalties including termination:

Signature (owner of farm, business, or organization) _____

Date: _____

Make Checks Payable and mail to:

Cape Ann Farmers' Market
PO Box 1458
Gloucester, MA 01931

Food Vendors: Don't forget your Food Permit

Questions? Call Market Manager Niki Bogin 978 - 290-2717 or email us at capeannfarmersmarket@gmail.com