

# Southwest Community Farmers' Market

Year-round • Saturdays • 9am-3pm

## Vendor Guidelines and Agreement

### WELCOME!

to the SW Community Farmers' Market. Your participation is very much appreciated. You are the Market! We know the Market will grow thanks to you and the community you will serve. Please read the guidelines, then fill out the agreement form.

### Intent

To gather local farmers, local vendors, and the community in an open green space; to provide fresh produce, healthy foods, local home-based industries, information, and to have fun. We want to encourage the participation of the southwest Miami-Dade community.

### Contact Info

The Market is guided by a Steering Committee. The committee includes Annick Sternberg (Market Director), the Market Managers, and 3 Board Members.

**Annick Sternberg**

Phone: (786) 281-4176

Email: [annick50@bellsouth.net](mailto:annick50@bellsouth.net)

The Market Manager and Annick Sternberg (Market Director) are responsible for the weekly market operations. Please make sure the following cell phones are programmed into your phone.

### Location

Miami-Dade Tropical Park, 7900 Bird Rd.

Entrance off Bird Road/40<sup>th</sup> St.

### Hours & Days of Operation

Saturdays from 9am to 3pm, rain or shine.

The Market is open year-round.



[www.facebook.com/SouthwestCommunityFarmersMarket/](https://www.facebook.com/SouthwestCommunityFarmersMarket/)



[www.instagram.com/swmarket/](https://www.instagram.com/swmarket/)

# Vendor Guidelines

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It is our hope that all vendors feel that they are vital members of our community. We encourage you to meet, learn about and support the vendors around you. These guidelines are intended to ensure safety for the vendors and customers, to protect the integrity of the Market, to provide a good place for vendors to offer quality products and wares while serving the community.

## Eligibility

The Market welcomes vendors of locally-grown food with emphasis on fresh, organic and sustainably-grown fruits, vegetables, eggs, meats, honey, and dairy products. The Market also seeks locally-made and organic prepared foods such as baked goods and jams as well as ready-to-eat prepared food. Vendors are only permitted to sell products that have been formally approved by the Steering Committee.

*NO Jewellery, Crafts, Clothes or commercially produced items.*

Non-profit and community organisations may display information, hold educational workshops, or sell items for specific, pre-approved purposes. If sales occur, the organisation may be required to pay a fee.

The Market welcomes applications year round. Each application must be approved by the Steering Committee. There is a \$10.00 application fee included in the first week's rent. New vendors must apply by the Wednesday before the Saturday they wish to start.

## General Rules

The Market pays rent and has a contract with Tropical Park that governs our use of the space. Vendors and customers are expected to behave in a cooperative and respectful manner. Any issues should be directed to the Market Manager. The Market Manager may ask anyone to leave at any time. If any vendor brings children under 18, the vendor is fully responsible for the safety and protection of the children. Please note that solicitation (distribution of flyers, requests for money, petitions) is generally not allowed at the market, unless it is pre-approved by the Market Manager. Please inform the Market Manager if you see solicitation occurring.

*Note that starting in June 2017 Miami-Dade County Parks will enforce a Band on Use of Polystyrene. We encourage all vendors to consider biodegradable alternatives.*

Dogs are welcome at the market, however they must be on a leash at all times and kept a reasonable distance away from vendor products. We have biodegradable bags at the information booth in case dog owners need them for emergency pick up.

Each vendor is required to maintain a current liability insurance for their own protection.

## Communication

Effectively running our Market requires clear communication practices. In order to facilitate proper communication, we need a reliable phone number where we can reach you. Make sure that we have that number and that you have saved the contact information of the Market Manager and Market Director.

We understand that emergencies occasionally arise. If you need to cancel your attendance on any given Saturday send a text message to the Market Manager and Market Director.

## Marketing

We encourage vendors to continuously explore how they can improve their products and their booth display. We strive to offer tools, coaching, and feedback (wherever desired) to help vendors develop their business and promote their sales. We encourage vendors to connect with the Market on social media to reach customers and promote new items.

Vendors are welcome to have their contacts on the Market's Web page.

All vendors are encouraged to have a banner displaying their business so that customers can identify the business. The Market Steering Committee can provide recommendations on where to purchase banners.

Vendors selling prepared food should bring a folding table and a couple of chairs to provide sitting for the customers.

## Set Up and Break Down

Vendors are welcome to set up between 7:30 am and 8:45 am, and will leave the site by 4:00 pm. Vendors are responsible for providing all equipment for their business, including tents, weights, umbrellas, tables, chairs, scales, etc. and for bringing sufficient change. Before setting up, all vendors are required to touch base with the Market Manager to determine their location for that week.

For the safety of our market visitors, please plan on remaining at your booth until the close of the market at 3pm. Unless advised by the Market Manager due to inclement weather, we expect all vendors to plan to be present for the entirety of the market. During storms we encourage all vendors to take the necessary safety precautions including lowering tents to cover products or sitting in their vehicles during lightning.

Stall spaces are 10'X10'; vendors who need more space should make arrangements with the Market Manager.

All displays must be secured against wind. Tents must be weighted with at least 24 pounds per leg and umbrellas must have at least 50 pounds. **Weights are mandatory** and any vendor who does not have weights may be asked to leave.

All vendors must have current business licenses. All required permits need to be displayed during the hours of operation.

The Market Manager reserves the right to locate the vendors for the benefit of the Market. Space priority goes to the vendors who participate in the Market on a regular basis. Vendors who choose to come occasionally will be assigned a space on a first come, first served basis. If you are absent from the market and do not give notice, your previously held spot may be reassigned. Additionally, if you arrive to set up after 8:30 am and do not give notice, your spot may also be reassigned.

All food and produce must be labeled to inform customers of its certification and origin, for example: Organic, sustainably grown, locally grown, conventionally farmed, home-baked, fair-trade, etc. Vendors preparing food to consume on site or to take away will use gloves to handle the food. No motorised unit will be running during the Market except for the purpose of refrigeration. If a generator is used, it must be a "silent" model.

The site provides neither water nor electricity. Vendors must remove all equipment from the site and leave their location clean at all times. Vendors are encouraged to minimise waste and to recycle and/or compost.

## Parking

In most cases vendors can park directly behind their booth location. Parking arrangements are at the discretion of the Market Manager and may change. Please note that **driving throughout the market space during the operating hours of 9am and 3pm is strictly forbidden.**

## Fees

\$25 per week to be paid before 12pm. Vendors are responsible for collecting and paying their own sale tax, if applicable, for goods and services sold at the Market.

## SNAP/EBT Token System Agreement

Urban Oasis Project (UOP) will be accepting credit (MC /VISA/ Discover), debit, and SNAP/EBT. SNAP purchases are given double value, up to \$20 free every week of the Market. You as the vendor can accept tokens as cash, and must redeem at the end of each Market day at the UOP booth for payment. Running credit cards or debit cards will be subject to a \$1 convenience fee paid for by the vendor if cards are processed through Urban Oasis Project. All SNAP guidelines from USDA will be followed at all times.

Allowable purchases at the Market under SNAP:

- Foods for the household to eat
- Packaged foods intended for take home consumption
- Seeds and plants which produce food for the household to eat

Purchases not allowed at Market under SNAP:

- Foods that will be eaten at the Market
- Hot foods
- Vitamins and medicines
- Alcohol or tobacco products (not allowed at the Market)
- Non-food items such as body care products, household items, pet food, or other

Cash change may ONLY be given when a \$5 token is used. No change for \$1 tokens may be given. Orange Tokens are valid for any SNAP eligible item (baked goods, rice, meat, eggs), Green Tokens are ONLY for Florida Grown Fruits and Vegetables.

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By signing and submitting the agreement form, vendors agree:

- that they have read the agreement and guidelines
- that they have all permits and licenses required by the nature of their business, in compliance with the County and State regulations:

*Each retail farmers market in Florida is independent and establishes its own vendor rules and regulations, so please contact the individual market you are interested in to obtain its vendor requirements.*

*If you will be selling by weight, contact the Bureau of Standards at (850) 921-1590 to have your scales certified. If you plan to sell processed food items, check with the Division of Food Safety at (850) 245-5595 for the appropriate permits.*

*If you are selling only fresh fruits and vegetables, you do not need a license or permit from the Florida Department of Agriculture and Consumer Services. Please check with your local tax collector for the occupational licenses and permits required in your county.*

<http://www.freshfromflorida.com/Divisions-Offices/Marketing-and-Development/Consumer-Resources/Buy-Fresh-From-Florida/Community-Farmers-Markets/Community-Farmers-Markets-FAQ>

- to sign a liability waiver
- to participate in a background check. Anyone who attends the Market for over 72 hours per year must be submitted to a background check, as required by Tropical Park.