

DOWNTOWN COLLEGE PARK FARMERS MARKET VENDOR HANDBOOK - 2014 SEASON



Please read this vendor handbook carefully. It outlines the rules and guidelines for the Downtown College Park Farmers Market. If accepted to be a vendor at the market you will be required to sign the final page acknowledging that you have read and understand the policies.

Mission

The mission of the Downtown College Park Farmers Market (DCPFM) is to provide local, sustainably sourced, and wholesome food and products in an attractive environment that fosters a strong sense of community.

Market Info

Downtown College Park Farmers Market (DCPFM)
Sundays from 10:00am – 2:00pm

College Park City Hall
4500 Knox Road
College Park, MD 20740

Website: www.downtowncollegeparkmarket.org
Twitter: @CPFarmMarket
Facebook: [facebook.downtownCPfarmersmarket](https://www.facebook.com/facebook.downtownCPfarmersmarket)

Management

The Downtown College Park Farmers Market is managed by the City of College Park's Department of Planning, Community & Economic Development, while the day-of-market operations are contracted out to an on-site manager. The City handles marketing, vendor recruitment, events, and other major items while the on-site manager oversees the market each week.

City Contact: Michael Stiefvater
Economic Development Coordinator
(240) 487-3543 – Office
mstiefvater@collegeparkmd.gov

On-Site Manager: To be determined

Applications

All new and returning farmers and vendors must complete and submit an application for review and approval. The application package must contain the following mandatory content before it can be reviewed:

1. Application form including the farm/processing address and location.
2. List of all products to be sold at the market in the 2014 season.
3. Proof of insurance.
4. All applicable permits and licenses as required by the State of Maryland, Prince George's County and the state from where the product comes.
5. Signed vendor guideline form certifying he/she has read, understand and will abide by the market guidelines.

Eligibility

Products to be sold are local fresh fruits, vegetables, herbs, honey, jams and jellies, dairy, vinegars, cider, meats and poultry, maple products, baked goods, breads, wines, ready-to-eat foods, coffee, soaps, cleaners, flowers, potted plants, and crafts.

Priority is given to farms and vendors in Prince George's County and the State of Maryland.

Admission will not be considered without the inclusion of all applicable permits for all products along with the required application materials before attending markets.

- **Farmers** grow produce (vegetables, fruits, herbs, flowers and potted plants) or raise animals and the products they sell at the market come directly from farm or land they work. Farmers sell products from plants or animals they have grown or raised themselves on their own farms.

The Downtown College Park Farmers Market strives to be a producer-only market; therefore, items bought on wholesale will not be allowed. However, when the market lacks a product that is needed, vendors may supplement their own products with those from another local producer if the cooperative marketing arrangement is pre-approved by market management. All products brought from other local producers must be clearly labeled with the producer's name and location.

All produce and animal products must be from within a 150-mile radius of College Park, Maryland.

DCPFM gives priority to farmers who use environmentally responsible growing, breeding, raising and harvesting methods.

- **Processed Foods** are fresh, canned or bottled food products such as breads, cakes, pies, baked goods, sausages, jams, sauces, salsa, cheeses, and other ready to eat items that have processed, before arriving at the market.
- **Food Concessions** are ready-to-eat foods that are prepared partially or entirely at the market. Products for processed foods and food concessions should be primarily made from ingredients

sourced from regional farmers or other local sources. DCPFM gives priority to those vendors who have strict local sourcing principals. DCPFM strongly encourages the use of fresh local ingredients in prepared foods sold at the market.

Prepared, ready-to-eat foods should be served on compostable cutlery and plate-ware. Styrofoam plates and bowls and plastic silverware are discouraged from the market.

Processors and food concession vendors must abide by all applicable federal, state and local health regulations in the preparation, labeling and safety of the product(s) brought to market.

Processors and food concession vendors will be responsible for obtaining and paying for any permits and licenses required by the State of Maryland and Prince George's County as well as in their respective state or county. All permits and licenses must be kept for the entire market season.

Processors and food concession vendors must include a copy of all applicable permits for production and sale, including those from the health department of the state or county where the products originate, with their application.

Market Commitment

Vendors must commit to the entire season. A minimum attendance of 80 percent is required unless other arrangements are made in advance with the Market Master. If a vendor is not able to commit to the entire season there is an option to share space with another vendor. A vendor that repeatedly misses market days will be terminated at the discretion of the Market Master.

Operations

- Vendors must arrive at the market for set-up no later than 9:30am and ready to start selling when the market opens at 10:00am.
- Assigned booth spaces are 10x10, unless otherwise arranged in advance with City staff. Booth locations are assigned at the discretion of the City and may be changed during the course of the season. Every effort will be made by management to accommodate space requests.
- Vendors are responsible for bringing and setting up their own booth. All vendors are responsible for securing their canopy/tent and safely anchoring to the ground with a leg weight.
- Vendors are responsible for providing their own tablecloths, signage, certified scales, containers and change.
- Vendors are responsible for storing and removing all trash and waste produced by their booth.
- If you are required to have a health department permit license or safe food handling certificate, you must give a copy to the On-Site Manager on market days.

Signage

Vendors are responsible for their own signage, which must include the vendor's name and location at minimum. It is the responsibility of the vendor to maintain and display this sign by 10:00am each week.

Labeling

Vendors are responsible for their own product labeling, which must include the name and price at minimum. Additionally, any product certified organic must display this designation clearly and the vendor must have their organic grower's certification available. Vendors are not allowed to begin sales until all product labeling is in place.

Personal Conduct

All vendors, sales associates and staff will behave towards market-goers, customers, and colleagues with professionalism and a common courtesy that fosters a spirit of cooperation and kindness. Foul language is strongly discouraged. Staff should be knowledgeable on all farming practices and harvesting techniques and able to discuss with market-goers the source of their product and ingredients.

Market Food Sampling

Samples must be presented in a safe and sanitary manner. Use of toothpicks, pretzel stick or something similar is strongly encourages for samples.

Late Notice/Cancellation

Vendors must give 48 hours notice if they are not going to attend a market day. If vendors repeatedly miss market days or continuously arrive late to the market, it can result in termination of market participation.

Nutrition Programs

We strongly encourage all farmers to accept Farmers' Market Nutrition Program coupons for low-income Women, Infant and Children (WIC) and Senior's Farmers' Market (SFMNP) coupons. Certificates of participation must be clearly displayed at your booth.

Clean-Up and Waste Removal

Vendors are responsible for maintaining their own space and keeping it clean and attractive. Vendors are responsible for cleaning and removing all trash, boxes and waste within and around their allotted space. Trash cans are provided as a courtesy to market-goers and customers and should not be used by vendors, who must pack and remove their own trash.

Weather Policy

The farmers market is rain or shine. However, if the weather reports are calling for severe inclement weather, such as high winds, tornado warnings, extreme heat or rains, then management reserves the right to cancel the market for the safety of the farmers/vendors and customers.

Non-Compliance

The Market Master is responsible for enforcing the market guidelines and reserves the right to refuse acceptance or dismiss any farmer/vendor or product that does not adhere to the rules and guidelines as stated in this document. Disputes will be addressed immediately. Vendors will be given fair opportunity to become compliant. A written warning will be issued if there is a second violation of the same offense, and possible dismissal from the market will follow if the dispute persists.

Insurance

Vendors must carry insurance for general liability and property damage, as well as product liability coverage, in an amount not less than \$300,000. The policy shall name The City of College Park as additionally insured, and shall maintain all coverage as required by law.

A copy of the Certificate of Insurance must be provided along with your application to DCPFM. Insurance must remain active for the entirety of the market season.

Permits and Licenses

All farmers/vendors participating in DCPFM must abide by all applicable federal, state and local health regulations. This includes regulations pertaining to the harvesting, preparation, labeling and safety of the product(s) they bring and sell at the farmers market. Farmers/vendors must include a copy of all applicable reports, permits and licenses required by the State of Maryland, Prince George's County and the health department of the state or county from which the product/s originated. It is the responsibility of the farmers/vendors to obtain and pay for any permits or licenses required. All permits and licenses must be kept for the entire market season. We are required by the Prince George's County Health Department to have copies of safe-handling permits in-hand on market days.

Sales Tax

Vendors selling non-edible products, such as flowers, plants, wreathes, soap, cleaners and other such items that are subject to sales tax, should comply with local and state tax regulations.

Food Handling

- The processing and preparation, including cooking, of any food that is to be served or sold at the event must begin no earlier than four (4) hours before the time of sale or serving.
- The food should be of good quality and fresh in the sense of not being outdated or in a deteriorating condition.
- The internal temperature of those foods that are reheated or cooked should reach 165°F during the reheating or cooking process.
- The food held in storage or on the serving line must be at a temperature either above 140°F or below 45°F.
- Protect the food from dust, flies and contamination by either you or the customer. Must provide sneeze guard.
- If you must handle the food, wear disposable gloves and change them frequently.
- All food handlers must wear hair restraints.
- Use only single service containers and utensils in your food-service to the customer.
- All foods and single service items must be stored off the ground at least six (6) inches.
- Do not let melting ice, leaking cartons or dropped food make a nuisance condition on the ground in your area of operation.
- Utensils and containers used in the preparation or storage of food, which includes crushed ice for drinks, must be designed and constructed for that intended use and they must be designed and constructed for that intended use and they must be kept as clean as possible during such use.

- Each booth must have a thermometer for routine checking of temperatures.

By signing below, I certify that I have read, understand and agree to adhere to all rules and guidelines as described in this document. I further understand that should I fail to comply with these stated rules and guidelines my participation in the Downtown College Park Farmers Market could be terminated.

Vendor's Name

Date

Signature of Vendor

Printed Name