

LANCASTER FARMERS MARKET

GUIDELINES

2018

ABOUT

The Lancaster Farmers Market is managed by Lancaster Fresh Market, Inc, an independent 501(c)(3) non profit organization whose mission is to support farms and small businesses by strengthening our local food system and building community.

Lancaster Fresh Market, Inc also manages the Keller Market House, an indoor, year-round retail marketplace at 134 S. Columbus St in downtown Lancaster. For more information see kellermarkethouse.org. If approved for both, vendors may choose to participate in both markets at a discounted rate.

IMPORTANT INFO AT A GLANCE

Time of Market: Saturday, 8:00 am - 12:00 pm

Market Dates: May 5 - October 6, 2018

Location: City-Owned Parking Lot on the 100 block of West Chestnut St. between the Church of the Risen Lord and the Fairfield County's real estate tax payment drive-thru on Center Alley. (Behind the Columbian Building. Across from the Eagle Gazette building. Just around the corner from the Keller Market House.)

Fee Structure:

Full Season = 23 market days

Seasonal Space - Returning Vendors or Keller Market House members - \$175 (\$7.61 / day)

Seasonal Space - New Vendors - \$200 (\$8.70 / day)

Weekly Space - Returning Vendors or Keller Market House members - \$20/day

Weekly Space - New Vendors - \$25/day

Market Manager: Erin Harvey

Email: manager@kellermarkethouse.com

Phone: 740-277-6305

Website: www.lancasterohfarmersmarket.org

Facebook: facebook.com/lancasterohfarmersmarket

WHO SHOULD APPLY

Farmers, Producers, Processors and Artisans who are located in the state of Ohio are invited to apply. Producers located in Fairfield County and surrounding counties will be given priority.

Priority may be given on the basis of product diversity, proximity to the market, previous participation in the Lancaster Farmers Market or Keller Market House, environmentally responsible methods of production, and in the case of value added foods and artisan crafts, the local sourcing of ingredients.

Primary product categories will include: Vegetables, Fruit, Meat, Dairy, Eggs, Nursery, Flowers, Baked Goods, Candy, Canned Goods, Value Added, Body Care and Artisan.

“Value Added” are products in which the vendor has processed raw ingredients - for example, canned, preserved or dried foods.

Artisan products shall not make up more than 25% of accepted applications.

PRODUCT GUIDELINES

The Lancaster Farmers Market is a producer only market. Vendors must grow, produce, prepare or process the products they sell. Reselling of farm auction, produce terminal or wholesaler, or flea market items is strictly prohibited.

Exceptions may be granted with prior written request and approval in the case of local products that are not already represented at the market in sufficient volume. Exceptions will be granted for the current market season only and may be considered in the case of crop failure to maintain product diversity. To request exemption, vendors must provide: name and description of the item, location where it is produced, and whom it will be purchased from. If approved, these items must be clearly labeled at market with their producer’s name and place of origin.

Market management will strive to include a healthy diversity of products in the market and may deny approval of vendors or certain products to prevent market saturation. Vendors shall list all products they wish to sell in their application. Vendors may be approved for some products, but not others.

Vendors wishing to add a different type of product mid-season other than those indicated on their application must submit a written request for approval at least one week prior.

All products must meet legal requirements in regards to processing, licensing and labeling, and must be pre-approved before being sold at the market. No live animals are to be sold or given away.

Artisan products shall be integrated into the market and will be juried by a panel selected by Lancaster Fresh Market, Inc. Artisan items must be handcrafted and preference will be given to those incorporating homegrown, natural and local materials. Artisan applications shall include pictures of relevant work.

HOW TO APPLY

Applications are due by **March 31st**. Applications received past this deadline will be accepted and reviewed on a rolling basis as space allows.

Please mail completed application to: Lancaster Fresh Market, Inc., 134 S. Columbus St., Lancaster, OH, 43130 or email to info@kellermarkethouse.com.

Notifications of acceptance will be made no later than **April 13th**.
Market fees and copies of all applicable documents are due by **April 20th**.
Market fees are non-refundable after April 30th.

A waiting list will be maintained in order to fill the market in the case of cancellations or changes in attendance.

Upon approval, vendors must provide the following:

- Market fees, paid in full. Please make checks payable to: Lancaster Fresh Market, Inc.
- Proof of Liability Insurance with Lancaster Fresh Market, Inc. listed as an additional insured.
- (If applicable) Organic or Certified Naturally Grown Certification
- (If applicable) required food licenses

SHARING

Two vendors may share one space on the condition that both vendors apply and are approved independently. Vendors intending to share a space should indicate this on their application in the Notes section. It is the vendors' responsibility to determine their individual shares of the market fee and to jointly submit the entire market fee by the normal deadline. "Sharing" may include the concurrent use of the same space or attendance on alternate weeks. Sharing vendors may keep only one vehicle in the shared space.

RULES & REGULATIONS

Farmers Market Advisory Committee

Market management will work under the direction of the Lancaster Fresh Market, Inc. board and in conjunction with a Farmers Market Advisory Committee. In 2018, the Advisory Committee shall be made up of three current market vendors as selected by the previously existing Lancaster Farmers Market Association.

Enforcement of Guidelines and Grievance Procedure

Any complaints or grievances should be directed in writing via email or mail to market management in a timely manner. Any vendors accused of wrongdoing must also respond in writing, upon request by market management. Market management decisions shall be final.

Grounds for removal from the market include, but are not limited to:

- Failure to obey city, state or federal laws and regulations
- Failure to obey market rules and regulations
- Creating an unsafe or disruptive atmosphere for fellow vendors and/or customers
- Excessive absence or tardiness

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LICENSING & PERMITS

It is the vendor's responsibility to obtain all necessary licenses, permits and certifications prior to attending market. Vendors are responsible for providing a copy of current licenses based on the rules and regulations of the County Health Department of jurisdiction, ODA and USDA. This may include, but is not limited to: Mobile Retail Food Establishment License, Mobile Food Service Operation License, Home Bakery License, etc. All vendors must comply with laws, ordinances and regulations set forth by the applicable municipal law, the State of Ohio and the United States. Vendors selling products by the pound must use a certified scale, sealed by Fairfield County Weights & Measures.

INSURANCE REQUIREMENTS

Lancaster Fresh Market, Inc. is not responsible for any loss or damage incurred by vendors. Vendors must carry \$1,000,000 general liability insurance naming Lancaster Fresh Market, Inc. as an additional insured. If you need help securing insurance, please contact market management for assistance.

INSPECTION

The Lancaster Farmers Market expects and promotes an honest and transparent relationship with vendors and customers. Market management reserves the right to inspect any vendor's farm, production site or business establishment to ensure honesty in regards to production and sourcing.

ON MARKET DAY

Space Assignment

Spaces will be assigned by the market manager. Every effort will be made to maintain consistent locations for seasonal vendors; however, market management reserves the right to reassign spaces for the good of the market as a whole on a temporary or permanent basis. Changes in location or assignment for weekly vendors will be communicated by the day before market.

Set Up & Parking

Vehicles should be in their final spots by one half hour before market begins. Regular spots will include space for only one vehicle. Each regular vendor space with parking will measure approximately 10 ft by 30 ft. Vendors may request, pay for and occupy up to two spaces.

Tent

Vendors are responsible for providing their own tent or canopy, if desired. Tents must be in good working order and weighted down at all times.

Signage

Each vendor is responsible for displaying a sign which provides the name of their business and location of their business.

Any vendor using the term 'organic' must submit a copy of their certification with their application and have it available at market.

Pricing

Pricing must be clearly displayed. Prices should reflect fair market value and dropping prices at the end of the day is strongly discouraged.

Vendors shall follow guidelines set forth in the Ohio Administrative Code, Chapter 901: 6-7 Packaging and Pricing of Food and Nonfood Products (<http://codes.ohio.gov/oac/901:6-7>)

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Early Sales

Vendors may not sell before the opening bell at 8:00 am sharp. Exceptions include sales to other vendors, market volunteers or market staff, pre-paid arrangements where no money is exchanging hands on market day (eg seasonal CSA shares) and to wholesale customers who are picking up pre-placed orders. This ensures a fair experience for all vendors and customers and allows vendors to safely and reasonably finish their market preparations.

Departure

Vendors may not tear down until the market ends at 12:00 pm. Vendors are responsible for cleaning up their space and removing all debris after each market. Any vendor failing to leave their space in acceptable condition will be subject to a \$25 fine.

Conduct

All vendors are expected to act in a professional manner. Vendors may not bully, disrespect or publicly disparage other vendors, products, volunteers, customers, market staff or any other market participants. This type of behavior may result in permanent expulsion from the market with no redress. The Lancaster Farmers Market is a non-smoking venue. This includes the period of set-up and tear down.

CANCELLATION POLICY

Market is rain or shine. In the case of inclement danger that may pose a threat to safety, market management reserves the right to cancel the market. If market must be cancelled before market hours, vendors will be notified via email and/or phone/text.

If a vendor is unable to attend market, he or she must notify the market manager by the Saturday before, except in case of emergency. This allows market management the opportunity to fill empty spaces to maintain a vibrant market for the good of the market as a whole. Failure to communicate absence will result in a \$25 fee, representing the loss of potential income to the market.

In case of emergency, you must still notify the market manager via email or phone at your earliest reasonable convenience, but will not be subject to a fee.

Vendors who arrive late more than once or who fail to provide notification of a non-emergency absence will no longer be given preference for a consistent location. Vendors missing three markets without advance notification may be removed from the market.

EBT PROGRAM

Market management is working to secure equipment to allow all eligible vendors at the Lancaster Farmers Market to accept EBT/SNAP as well as a nutrition incentive program to encourage Ohio Direction Card SNAP users to purchase more fresh fruits and vegetables. Vendors will be highly encouraged to participate and details will be made available as soon as possible.

**LANCASTER FARMERS MARKET
APPLICATION
2018**

Due March 31st, 2018

BUSINESS NAME _____

VENDOR NAME _____

MAILING ADDRESS _____

MAIN PHONE NUMBER _____

CELL NUMBER (FOR MARKET DAY USE - OPTIONAL) _____

EMAIL _____

WEBSITE _____

SOCIAL MEDIA _____

BEST MEANS OF CONTACT FOR URGENT ISSUES

(e.g. market cancellation in case of dangerous weather. Please provide email address or phone #)

PRODUCTION ADDRESS

If your product is grown or produced somewhere other than your own address above, please provide the following information.

LOCATION NAME _____

ADDRESS _____

OWNER/MANAGER NAME _____

OWNER/MANAGER PHONE _____

OWNER/MANAGER EMAIL _____

___ I am a new vendor

___ I am a returning vendor

If returning, how many years have you been a Lancaster Farmers Market vendor? _____

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2018 SCHEDULE

Saturdays, May 5 - October 6, 2018

___ I plan to attend the entire season (23 market days)

___ I plan to attend for part of the season for ___ consecutive weeks (select below)

___ I plan to attend the following non-consecutive weeks (select below)

___ May 5 ___ June 2 ___ July 7 ___ August 4 ___ September 1 ___ Oct. 6

___ May 12 ___ June 9 ___ July 14 ___ August 11 ___ September 8

___ May 19 ___ June 16 ___ July 21 ___ August 18 ___ September 15

___ May 26 ___ June 23 ___ July 28 ___ August 25 ___ September 22

___ June 30 ___ September 29

These dates are not binding, but please do confirm any date changes with market management at least one week prior to planned attendance.

Type of vehicle used at market: _____

If your vehicle is larger than a pickup truck, what is its total length, including trailer? _____

Any other needs or requests regarding placement in the market? _____

Who will staff your booth, if other than the owner? _____

Artisan Vendors: Please include at least three representative photographs of your work. You may submit hard copy photos, digital photos via email, or provide a website here.

NOTES

Anything else we should know? _____

- ___ I have read, understand and agree to abide by these rules & regulations.
- ___ I will attend all the markets I have agreed upon or notify market management 1 week in advance.
- ___ I have all the necessary permits and licenses required to sell at the farmers market.
- ___ I have proof of insurance for \$1,000,000 general liability insurance naming Lancaster Fresh Market, Inc. as an additional insured.
- ___ I grant permission to Lancaster Fresh Market to use pictures, audio and/or video of myself, booth and products for the purposes of advertising the market. This may include, but is not limited to the website, Facebook, Instagram and print or online advertising.

SIGNATURE

DATE

Please return completed application by March 31st to the mailing address below or email to info@kellermarkethouse.com.