THE SOUTHERN VILLAGE FARMERS MARKET
Thursdays, 3:30 – 6:30 pm

January 31, 2016

Re: MISSION STATEMENT, RULES OF THE MARKET, VENDOR APPLICATIONS, GUIDELINES FOR NON-FARM CRAFTS

To: All Potential Vendors for Southern Village Farmers Market

Thank you for your interest in becoming a vendor at the Southern Village Farmers Market. The Market will be managed by the staff and management of Market Street Association at Southern Village (MSA). We are now accepting vendor applications for the 2014 season, which will take place from 3:30 - 6:30 pm weekly, for 18 weeks beginning on **Thursday May, 5th** and continuing through **Thursday September, 8th**.
Please read carefully and follow the steps below:

1. Please read the **Rules of the Market**. If you are applying for craft vendor status, you must also read the **Guidelines for Non Farm Crafts.** We encourage all applicants to read the craft guidelines.

2. Please fill out the application form completely. Forms not filled out completely will not be considered.

3. Applicants will be placed into two (2) categories:
    a. Returning Vendors--those who have sold previously in Southern Village. If you filled out the application last year, it is still on file in our office. Please fill out only the Returning Vendors application, which is an abbreviated version of last year's application, asking only for changes from last year. As a returning vendor, you will not have to pay an application fee.
    b. New Vendors--those who have never sold in Southern Village

4. Submit your application by March 7, 2016 **with a $15 non-refundable application fee (for NEW Southern Village vendors) and a self addressed stamped business size envelope to:**

    Market Street at Southern Village: Farmers Market
    Attn: Marie Mendouga
    400 Market Street, Suite 115
    Chapel Hill, NC 27516

    Important note: The application fee will be waived for Returning Vendors--those who have previously sold at the Farmers Market or the OCAG Arts Fair in Southern Village.

We have a rolling application process. Applications received after the initial March 7th deadline will be considered as space at the Market permits, with first consideration given to the earliest applicants. In the event that we don't have enough space for all applicants, or there are too many applicants selling the same product(s), we will maintain a waiting list for future openings

You will be notified of our acceptance decision by mail, using the envelope you included with your application.
Applications received by March 7th[h], will be considered according to the following time line:

2nd week of March: MSA Management/Staff will review applications received by the deadline. First consideration will be given to previous Southern Village vendors. Notification letters will be sent out. Acceptance of vendors who have never sold in Southern Village could be subject to a farm/studio inspection.

Inspections can be waived for members of the Carrboro Farmers Market, the Chapel Hill Farmers Market, Orange County Artists Guild, Chatham Artists Guild, or other vendors who have sold previously in Southern Village as part of the Southern Village Farmers Market, the Holiday Craft & Gift Market, the Carrboro Farmers Market, or Orange County Artists Guild Arts Fair.

3rd week of March: Farm or Studio inspection by MSA management will take place, followed by a notification decision.

1st week of April: A vendor meeting will take place in Southern Village to ask for ideas and make plans for the market. Your ideas and suggestions for the Market will be solicited at this meeting.

First Thursday in May (May 5th): The Market will open; accepted vendors will begin selling.

Please let me know if you have any questions or suggestions.

Best to all,

Marie Mendouga

Marie Mendouga
Marketing & Events Coordinator
Farmers Market Manager
Market Street Association at Southern Village
400 Market Street, Suite 115
Chapel Hill, NC 27516
919.933.4422
marie@bpropnc.com

ATTACHMENTS:

1. Mission Statement
2. Rules of the Market
3. Guidelines for Non-Farm Crafts
4. New Vendor Application
5. Returning Vendor Application

SOUTHERN VILLAGE FARMERS MARKET
Mission Statement & Rules of the Market

MISSION STATEMENT
THE SOUTHERN VILLAGE FARMERS MARKET: CONVENIENT, FRESH, FUN

1. Provide the convenience of a Thursday afternoon Farmers Market to residents of Southern Village, employees of Southern Village businesses, and to people who live and work in the surrounding area. Offer the public direct access to farmers and artisans who sell their own products.
2. Attract people to Market Street in Southern Village, Chapel Hill.
3. Provide an additional outlet for farmers/artisans to sell their produce/specialty foods/hand-crafted items directly to the public.
4. Attract a diversity of sellers & service providers to create a wide appeal to the public.
5. Educate the public about the benefits of eating fresh, local food.
6. Involve the businesses of Market Street in Southern Village.
7. Create a vibrant & fun environment for all of the above.

SOUTHERN VILLAGE FARMERS MARKET
RULES OF THE MARKET

1. Sellers must reside and produce the items they sell within a 50-mile radius of Chapel Hill within the State of North Carolina. Exceptions to the mileage rule will be made for vendors of peaches and fresh seafood, which must be grown/sourced in the state of North Carolina.

2. Sellers must be the original producer of all items being sold. **No buying and reselling of produce or other products are allowed.**

3. A seller may lease land for crop production; however if that land has an established crop on it at the time of the origin of the lease, the seller must perform all operations necessary to manage that crop for at least one full season prior to the season in which the fruits of that crop are harvested for sale at the market. Documentation of the lease may be required.

4. A seller who purchases land with an established perennial crop on it may harvest and sell that crop in the year of purchase.

5. The seller's farm, studio or business may be subject to a visit by representatives of Southern Village management before the application will be considered for approval. An exception will be made for vendors who have already sold their goods at the Southern Village Farmers Market, the Southern Village Holiday Craft & Gift Market, the Carrboro Farmers Market, the Chapel Hill Farmers Market, or the OCAG Arts Fair.

6. Sellers must pay a $25.00 annual vendor fee. This fee must be paid at the first market attended each season. The fee will be refunded to all vendors who attend at least 10 markets. .

7. Sellers must pay a daily selling fee of $7.00 or pre-pay by April 1st an annual fee of $112, which is a discount of about 10% or $14 over the entire season. In other words, sellers who pay in advance will essentially be getting two weeks free, and additionally, can attend the holiday market free of charge.

8. All collected fees will be invested in marketing, publicity, advertising, signage, sampling, and other activities that will directly promote the Farmers Market.

9. Spaces will be taken on a first-come basis. Each space will be adequate for a 10' x 10' tent.

10. **Sellers** will inform the Market manager no later than Tuesday at noon each week whether they will be at the Thursday market that week, and what produce/goods they'll be selling. **Each vendor must attend a minimum of 10 markets.** .

11. The market will operate from 3:30 – 6:30pm on Thursdays. No selling spaces can be occupied before 2:00 pm, and all vendors should be entirely set up by 3:30pm. An exception will be made for *seafood vendors*,. Any further exceptions must be approved by the market manager.

12. Sellers should not move their vehicles in or out of the market area during times when such movement would pose a danger to people in the shopping area. Vendors may not leave before closing time. All exceptions are at the manager's discretion.

13. Each seller is responsible for cleaning up the area around his/her selling space.

14. Each seller must display a sign with the name of his/her farm or business.

15. Prices must be posted for all items sold.

16. Products which can be sold include:
    a. Any vegetable grown by the seller from seeds, sets, or seedlings.

b. Any fruits, nuts or berries grown by the seller from trees, bushes, or vines on the seller's farm.
c. Any plant grown by the seller from seed, seedling, transplant or cutting.
d. Bulbs propagated by the seller.
e. Eggs produced by the seller's poultry.
f. Honey produced by the seller's bees.
g. Fresh (not frozen) baked goods made by the seller. All baked goods must be wrapped.
h. Preserves, relishes, jams, jellies, etc., made by the seller. No "low-acid" canned foods such as green beans, corn, peas, carrots, etc. may be sold. High Acid or Acidified foods (pickles, tomato products, etc.) may be sold if the seller has passed the FDA certification course. A copy of their certification must be on file with the market manager.
i. Fresh cut or dried flowers grown by the seller.
j. Firewood cut by the seller.
k. Compost produced and bagged by the seller. No topsoil or un-bagged compost may be sold.
l. Meat from animals raised on the vendor's premises.
m. Fish/seafood caught within the state of North Carolina.
n. Freshly prepared food meant for immediate consumption.
o. Wine produced by vendor. Must provide copies of all state licenses to MSA.
p. Beer produced by vendor. Must provide copies of all state licenses to MSA.

17. All produce must be of top quality, to be determined by the Market manager.

18. All prepared food items, meat, fish, and cheese sold must meet local, state and federal health regulations including the inspection of the prepared foods seller's kitchens by NCDA health inspectors and labeling in compliance with the regulations. **Sellers must have a copy of their inspection form on file with the market manager, as well as with them when selling at market.** No water or ice that comes into contact with meat or fish may be deposited or allowed to drain onto the market premises.

19. All items sold as organic must meet the requirements of the National Organic Program. **Sellers of organic items must have a copy of their certification on file with the Market manager as well as with them when selling at market.** Only certified organic growers may display signs using the word organic.

20. No animals may be sold or given away at the market.

21. Non-farm crafts produced by the seller may be sold at the Market. All crafts must be approved by MSA management.

22. Vendors may sell books that they have originally written that relate directly to the actual product sold at the Market, or describing the work and life of the seller as it relates to their market activities. Photographs may be included that relate to the seller's life and work. All books must be approved by MSA management prior to sale.

23. MSA reserves the right to permit additional vendors and/or service providers to sell their products or provide their services at the Farmers Market.

24. An MSA representative will be on site as Market manager at each Market. A substitute manager may be designated by an MSA representative.

Updated: 01/15/2015

Southern Village Farmers Market
Guidelines for Non Farm Arts & Crafts

The following guidelines are set forth for the purpose of jurying *non-farm* crafts in order to determine whether the proposed craft is eligible to be sold at the Southern Village Farmers Market. All *non-farm* crafts must be juried by MSA prior to being sold at the market. Market Street Association at Southern Village (MSA) has the final determination as to whether or not a craft item can be displayed and sold.

Crafts, for the purpose of the Southern Village Farmers Market shall be determined to be: **an item which an observer of the craft can appreciate the technique and execution of the employment of manual/technical/visual skill in the craft's production.**

> Non-farm crafts are produced from materials not grown or harvested by the crafts person.
>
> Farm crafts are value added farm products produced predominately from materials grown or harvested by the crafts person. These crafts do not have to be juried by the Crafts Committee but do have to pass all other farm inspections.

Any new *non-farm* craft item proposed to be sold at The Farmers Market must be reviewed and accepted for sale by MSA management. The decision of MSA management will be final.

Members of the Market classed as farmers may sell non-farm crafts. These crafts must meet all guidelines contained herein, and be approved by MSA. To retain farmer classification, more than 50% of the vendor's display must be farm products, as determined by the Market manager.

Specific Criteria

1. All crafts must be hand crafted or created by the vendor or a member of the vendor's farm or craft unit. Crafts must be the product of a home or cottage type industry using an intermediate type technology rather than an industrial type production. To be considered "hand crafted", the item must show evidence of manual skills obtainable only through a significant period of experience and dedication. Examples of unacceptable items would be, but not limited to: tracings of paint by number, ceramics or pottery from commercial molds, wood carvings using duplicating machines, kits in any form, and any other items which clearly do not reflect originality of design.

2. The value of purchased raw materials shall not exceed 30% of the selling price.

3. All crafts must be of excellent workmanship both in quality and design.

4. All crafts vendors must comply with and abide by all Rules used to govern the Southern Village Farmers Market.

5. The Market manager has the discretion to immediately remove any craft item that he/she considers objectionable. Any decision by the Market manager will be considered to be official and final.

SOUTHERN VILLAGE FARMERS MARKET NEW VENDOR APPLICATON

Farm, Studio or Business
Name_____

Names of owners (a farm unit is defined as one business) _____

_____

Mailing Address _____

_____

Telephone Number (area code) _____

E-mail address

Address of production location (if different from above) _____

I am a member/vendor of/at one of the following organizations:
Carrboro Farmers Market: YES_____ NO_____

Chapel Hill Farmers Market: YES_____ NO_____

Orange County Artists Guild: YES_____ NO_____

Chatham Artists Guild: YES_____ NO_____

I have previously been a vendor at an event/market at Southern Village: YES_____ NO_____

If you are not accepted for the Market due to space considerations, would you like to be placed on the waiting list?
YES_____ NO_____

How many weeks of the market do you plan to attend? Vendors planning to attend 22 or more weeks will be considered to be full-time; 21 weeks or fewer will be considered to be part-time vendors.

Product Categories
This is where you let us know what you intend to sell at Market. Please estimate, by category, the percentage of total sales each category represents (total to equal 100%.) For each category that applies to your sales, circle the general types of products that you intend to sell at Market and list individual products as well.

Category 1 Raw or minimally processed farm products: Estimated % of sales _____
Raw Vegetables and Fruits:

Eggs:

Honey & Related Products:

Herbs:

Bedding Plants:

Landscape Plants:

Cut flowers:

Other:

Category 2 Processed Foods that require a NCDA (North Carolina Department of Agriculture) kitchen inspection: Estimated % of sales _____

If ingredients used in the products below are harvested from your farm, please indicate which ones.

Baked goods:

Jams, Jellies, Preserves:

Vinegars:

Juices, Coffee, Tea:

Other:

In regard to the above mentioned product categories, please answer the following questions:

1. How long have you produced the items you want to sell?

2. In reviewing your application would you be willing to bring us a sample of your work?
   YES_____ NO_____

3. What makes your baked goods/prepared foods unique? Are they different from what is already being sold at the Southern Village Weaver Street Market?

4. Do you plan on using any local ingredients? If so, give us a few examples.

5. Have you ever worked in a professional kitchen? If so, list the last three places and position.

6. Would you have prepared food products throughout the season? If so, please list examples of items you might sell in the spring, summer, and fall, as applicable.

   Baked Goods:

   Jams, Jellies, Preserves:

   Vinegars:

   Juices, Coffee, Tea:

   Other:

Category 3 Products that require more stringent inspections, regulation, and usually refrigeration: Estimated % of sales _____

Acidified foods like pickles and relishes (these require the FDA short course certification):

Cheese and other dairy products:

Meat (requires a meat handler's license obtained form NCDA Division of Meat and Poultry):

Fish:

Category 4 Crafts: Estimated % of sales _____
Note: If you are applying for craft vendor status you must also read the "Guidelines for Non Farm Crafts" (Attached.) All craft/artisan applications must include 4 photographs or slides showing a representation of the items to be sold.

Farm Crafts: produced predominately from materials grown or harvested by craft person

Non-Farm Crafts: made with products not grown or harvested by craft person

New Vendor Background Information Please use a separate sheet of paper if more space is needed. Please be as descriptive as possible when answering the below questions so that we can better understand your business and evaluate your application.

1. How long have you been farming or producing these products?
2. How much area do you have in production?
3. How do you currently market your products?
4. Do you sell at other Farmers Markets or other shows in the area? Which ones and for how long?
5. What percentage do the different types of markets comprise?
6. Have you ever been to the Thursday Farmers Market in Southern Village?
7. How does the Southern Village Farmers Market fit into your marketing plans?
8. Do you produce or sell anything that you think would be unique to the Southern Village Farmers Market?
9. Do you have any marketing or special event ideas for the Southern Village Farmers Market? If yes, please elaborate. Please us a separate piece of paper or the back of this sheet, as needed.
10. In what ways do you contribute to the local farming community or promote local agriculture to the greater community?
11. Is there anything else you want us to know about your products, experiences, or plans? Do you have a business plan, planting schedule, equipment list, etc?
12. Would you consider having a CSA pickup at the Southern Village Market?
13. Do you have a farm stand at your farm? YES_____ NO_____
14. Do you buy and resell any products at other locations? YES_____ NO_____

I acknowledge that I have been provided with a copy of the "Rules of the Southern Village Farmers Markets" and that I will abide by these rules. I also understand my participation in the Market will be terminated for any violation of the "Rules", by decision of the Market manager. I further agree to allow representatives of MSA management to make announced or un-announced visits to the premises where the products I intend to sell are produced.

_____ _____

SIGNATURE DATE

APPLICANTS: DO NOT WRITE BELOW THIS LINE

Application received by _____ Date _____

Site visit made by _____ Date _____

Notification letter sent by_____ Date_____

MARKET STREET SOUTHERN VILLAGE

Movies, Music, Food, Shops & Services

SOUTHERN VILLAGE FARMERS MARKET 2014 RETURNING VENDOR APPLICATON

1. Farm, Studio or Business Name

_____

2. Name(s) of Owner(s)

_____

3. Contact Information: Please list any additions/changes:

   Mailing Address_____

   Telephone Number(s)_____

   E-mail Address(es)_____

   Address of Production Location (if different from above)

   _____

4. Have there been any significant changes in your business over the last year? If yes, please detail.

5. Do you plan to continue selling roughly the same items, and will your booth be roughly the same as last year? If not, please detail what will you do differently and what will be new this year.

6. Do you have any marketing or special event ideas for the Southern Village Farmers Market? If yes, please share them.

7. Is there anything else you want us to know about your products, experiences, or plans?

I acknowledge that I have been provided with a copy of the "Rules of the Southern Village Farmers Markets" and that I will abide by these rules. I also understand my participation in the Market will be terminated for any violation of the "Rules", by decision of the Market manager. I further agree to allow representatives of MSA management to make announced or un-announced visits to the premises where the products I intend to sell are produced.

SIGNATURE DATE

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Site visit made by _____ Date _____

Notification letter sent by_____ Date_____