

CAPITAL HARVEST ON THE PLAZA FARMERS MARKET VENDOR HANDBOOK

Please read the vendor handbook carefully. It outlines the rules and guidelines for the market. If accepted as a vendor, you will be required to sign the final page of this document acknowledging that you have read and understand our policies.

Fridays from 11am – 3pm
Ronald Reagan Building & International Trade Center
1300 Pennsylvania Avenue, Washington, DC 20004
capitalharvestdc.com

PURPOSE

The mission of the Capital Harvest on the Plaza Farmers Market (CHoP) is to provide local, sustainably sourced food and food products that are conveniently located for easy access in Downtown D.C., and to foster a strong sense of community, to stimulate economic development, and improve the quality of life for market-goers.

Capital Harvest on the Plaza Farmers Market is managed by KSM Marketing LLC. A member of the KSM team will be onsite each market and will be responsible for market operations. CHoP is brought to you by Trade Center Management Associates (TCMA, A Drew Company) the exclusive manager of the Ronald Reagan Building and International Trade Center.

2018 Schedule

Opening Day: May 11

May 11, 18, 25

*open the Friday before Memorial Day

June 1, 8, 15, 22, 29

July 13, 20, 27

*closed the Friday after Independence Day

August 3, 10, 17, 24, 31

* open the Friday before Labor Day

September 7, 14, 21, 28

October 5, 12, 19, 26

November 2, 9

Fees

Booth Fee – WEEKLY*

\$50 Farmers and Processed Food vendors

\$75 Food Concession vendors

The booth fee includes: (1) 10 x 10 covered booth, (2) 6’ tables, and limited quantities of ice.

**Note: Parking is not included in the 2018 booth fee. Vendors are responsible for parking fees. We will no longer be validating parking at the Ronald Reagan Building for vendors or their employees.*

Other Fees

- \$10 electrical fee per line/per week
- A \$25.00 application fee must accompany your application for market consideration

Applications

- The deadline for submitting your application for the 2018 season is March 30, 2018.
- We will be accepting applications online using Google forms. If you prefer, a traditional application form is available upon request.
- Mail your application fee and any supporting documentation to KSM at: 1955 Foxhall Road, McLean VA 22101.

Your application must contain the following mandatory information before it can be considered for review:

1. Completed application
2. List of all products to be sold at the market in the 2018 season
3. Supporting documents: photos of booth set-up, menu items, etc.
4. All applicable permits and licenses as required by the state and county in which you reside
5. Application fee of \$25.00 made payable to “Capital Harvest on the Plaza”

Upon acceptance, vendors will be required to complete and return:

1. Reagan Building Delivery Access form
2. Proof of Insurance
3. Signed acknowledgment that you have read the vendor handbook (final page)

Insurance requirements detailed here: Vendors must provide proof of Insurance. Vendors must carry insurance for general liability and property damage, as well as product liability coverage, in an amount not less than \$500,000. Insurance must remain active for the entirety of the market season. ***The policy shall name as additionally insured:*** Trade Center Management Associates LLC, U.S. General Services Administration and KSM Marketing LLC.

Vendor Requirements

Categories

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, with the exception of cooperative marketing arrangements pre-approved by market management.

PROCESSED FOODS are fresh, canned or bottled food products such as breads, cakes, pies, baked goods, sausages, jams, sauces, salsa, cheeses, pickled vegetables and other ready-to-eat items that have been processed before arriving at the market.

FOOD CONCESSIONS are ready-to-eat foods that are prepared partially or entirely at the market. We only accept vendors who are locally sourcing or collaborating with other vendors for their primary ingredients. Vendors buying major ingredients (proteins and produce) from grocery stores are ineligible for this market.

Criteria

Vendors are admitted based on the type of product that is needed most at our market. We are looking for foods that are fresh, local and nutritional, as well as ethnic and diverse offerings. This category is the most competitive in the application process.

Vendors that focus on a single menu item will be given preference over vendors with a cafeteria style menu. Only one means of heating or cooking food items is allowed per booth. A vendor will not be allowed multiple types of heating equipment in a single booth. For example, if you bring a propane grill you cannot also bring crock pots or an electrical grill. No fryers are allowed onsite.

Products for processed foods and food concessions should be primarily made from ingredients sourced from regional farmers or other local sources. CHoP gives priority to those vendors who have strict sourcing principals. CHoP strongly encourages the use of fresh, local ingredients in prepared foods sold at the market.

Prepared, ready-to-eat foods must be served on compostable cutlery and plate-ware. Styrofoam plates and bowls and plastic silverware are banned from the market in accordance with DC law.

Processors and food concession vendors must comply with all applicable federal, state and local health laws and regulations in the preparation, labeling and safety of the products brought to market at its sole cost and exposure.

Market Rules

Signage: Vendors may have (1) one banner hung on the backside of their booth and are allowed (1) one A frame sign in front of their booth. A frame signs must be placed within 3' of the booth.

Beverages: It is our mission to be a healthy Market. For that reason, we do NOT permit the sale of sugary sodas. No one vendor has an exclusive on water, tea or flavored beverage sales.

Payment: At the end of each market vendors must pay the Market Manager for booth rental. Payments will be accepted by cash, check or Paypal. Vendors who do not pay by check or cash at the closing of each market will be invoiced by KSM Marketing via Paypal the week following the market. Invoices are due by Thursday of the week billed. After three weeks, a vendor will be suspended from CHoP until unpaid fees are paid and future payment arrangements are made.

Set-Up Hours: Market management (KSM) arrives at 9:00am. Vendors can begin setting up at 9:00am and must be ready for business no later than 10:45pm. Vendors must arrive at the market no later than 10:30am and be ready to start selling when the market opens at 11:00am. Vendors who are repeatedly late risk being expelled from the market. All vendors must vacate the Plaza no later than 4:00pm.

Vehicle Scanning: Vehicles are required to go to the FPS Mobile Scanning Facility prior to arriving at the Reagan Building. Your vehicle will be scanned and sealed. This is a quick process and the facility is located just a few minutes away. Vehicles can then proceed to Pennsylvania Avenue at 13th Street to unload.

Loading/Unloading: You will receive a placard to be displayed on the dashboard of your vehicle on market day. All vendors must display their 2018 CHOP placard to load and unload at 13th & Pennsylvania Avenue.

Carts: It is STRONGLY RECOMMENDED that you have your own cart/s for loading and unloading. A limited number of push carts are made available by the Reagan Building HOWEVER these are a courtesy and cannot be guaranteed or reserved.

Loading Assistance: Loading assistance from the market staff is NOT included in your market fee. It is considered a courtesy. Please treat the staff accordingly.

Fire Extinguishers & Floor Mats: If you are cooking at your booth and use any type of fuel or flame, you MUST equip the booth with a current fire extinguisher and proper floor mats to protect the ground surface in and around your booth. A \$200 clean-up fee will be assessed to vendors who repeatedly violate this rule. Vendors will receive two warnings, and on the third warning will be charged the clean-up fee.

Waste Removal: Vendors must provide garbage receptacles for any waste generated by their booth and MUST REMOVE THEIR OWN GARBAGE from the market. Receptacles provided by the Market are intended for the use of our customers and guests, not vendors. There is no dumping of food, oil, or gasoline products on the market site.

Assignments: Booth locations are made at the discretion of the onsite manager and may be changed during the course of the season. Every effort will be made by management to accommodate space requests. Vendors must confine set-up to assigned space.

Sales: Check with management in advance, before adding any new items to your menu that were not on your application. This will ensure that we do not have duplicate items being sold.

Food Handling: If you handle the food, wear disposable gloves and change them frequently. All food handlers must wear hair restraints.

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

Food Storage: 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.

Labeling: All vendors are required to properly label their items for sale. Labels must include origin, ingredients and price. Vendors are required to post prices on products that are displayed for sale at all times.

Food Sampling: Samples must be presented in a safe and sanitary manner. Use of toothpicks, pretzel stick, sampling spoon or the like is strongly encouraged for samples.

Scales: All scales must be tested and registered with the District of Columbia.

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: If you have another person (approved in advance) selling for you, that person must be familiar with and comply with all of the market rules.

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

Permits and Licenses: All farmers/vendors participating in CHoP must comply with all applicable federal, state and local health laws and regulations at its own expense. This includes regulations pertaining to the harvesting, preparation, labeling and safety of the products they bring and sell at the farmers market. Vendors must have with them at all times a copy of all applicable reports, permits and licenses required by 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.

Commitment: Vendors must commit to the entire season. If a vendor is not able to commit to the entire season there is an option to share space with another vendor.

Cancellation: Vendors must call Market management beforehand if they plan to be absent, except in case of a sudden emergency. Anyone with 3 unexplained absences may be asked to leave.

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 rain, management reserves the right to cancel the market for the safety of the farmers/vendors and customers.

Non-compliance: KSM 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.

Indemnification: Vendor agrees to defend, indemnify and hold harmless KSM, Trade Center Management Associates LLC and the U.S. General Services Administration, their successors and assigns, (collectively, the "Indemnitees") from and against any and all losses, claims, liabilities, penalties, fines and costs, including reasonable attorney's fees, incurred by the Indemnitees, arising or relating to, (i) any breach or noncompliance by Vendor of any representation, covenant or agreement contained in this Handbook, (ii) the use of the booth by Vendor, and (iii) any acts or omissions of Vendor in connection with the Farmers Market.

Please sign and return to KSM via email at kelly@ksmmarketing.com or in person on opening day.

Vendor Name

Vendor Signature

Date

Contact:

Kelly Morris

703-237-9777 desk

703-307-3944 cell

1955 Foxhall Road, McLean VA 22101

kelly@ksmmarketing.com