



2012 Roslindale Village Main Street Farmers' Market Vendor Guidelines and Application

Mission Statement

The mission of Roslindale Village Main Street (RVMS) is to promote Roslindale Village as an appealing destination and the dynamic center of our community. As a nonprofit organization, we bring together local volunteers, businesses and public agencies to strengthen the Village's economic vitality, physical appearance and unique local character.

The Roslindale Farmers' Market (RVMS FM) formed to celebrate our locale and region by providing a unique gathering place for our residents to access healthy and affordable foods grown by local farmers, along side local prepared foods, crafts, music and programs provided by Roslindale entrepreneurs, entertainers and educators. We hope to work side by side with vendors and farmers to promote and encourage environmentally sustainable practices and a spirit of "having a small footprint" through use of and maintenance of the market and its green space.

Market Oversight

Overall management of RVMS and RVMS FM is provided by the Roslindale Village Main Street Board of Directors, which is comprised of 21 volunteer members. The full-time RVMS Executive Director provides day-to-day management of RVMS and oversees the FM Manager. Together they qualify vendors and direct the operations of the Farmers' Market.

Contact Information:

Stephanie Cave, Executive Director
Roslindale Village Main Street
Telephone: 617-327-4065
Fax - 617-327-4066
Mail: 2A Corinth Street, Roslindale, MA 02131
Web: www.roslindale.net

Email: rvmsfarmersmarket@gmail.com

Market Schedule

- Saturdays, 9:00 AM to 1:30 PM from June 2 through October 27, 2012.
- Open rain or shine.
- Located at Adams Park in the center of the Roslindale Village in Boston (the intersection of Washington Street and Cummins Highway; South and Poplar Streets).

MARKET GUIDELINES

The RVMS FM may at any time modify or add to the Market Guidelines and is solely responsible for the interpretation, definition, and clarification of the Guidelines. Any such decision will be binding upon all parties. The RVMS Executive Director and the FM Manager are responsible for enforcing the Market Guidelines.

Vendor Mix

Our goal is to have:

- at least one-third: farmers selling locally grown produce and/or plants
- one-third: vendors selling locally processed or prepared food, and
- up to one third: other types of vendors (e.g., art and handmade crafts).

Growers of Fruits, Vegetables, Meats, Poultry and Eggs:

Qualifying growers are selected to participate based on the wholesomeness and diversity of their produce and popular demand. Though growers may also sell produce from a secondary grower (a neighboring farm that they know and can vouch for) we encourage growers to produce everything themselves.

- If you sell produce from a neighbor's farm (e.g., apples from XY Orchard) the product must be grown or produced on that farm and clearly labeled at your stand by opening of Market.
- No more than 1/3 of all produce provided may come from a neighbor's farm.
- All fruits, vegetables, meats, poultry, eggs (yours and other farms) must be grown/produced within a 150-mile radius of the Roslindale Village Farmers' Market.
- Please see 'Market Sales' guidelines below for labeling details.

Bedding plants and flowers

Priority will be given to vendors who germinate, transplant and grow their plants and/or flowers.

Processed Foods (Cheese and other dairy products, Honey, Cider, canned foods, Baked Goods, Jams, etc.)

Processed goods must be produced by the vendor. Any exceptions to this rule must be pre-approved by the RVMS FM Manager. Priority will be given to processors using locally grown ingredients. All vendors selling processed foods must comply with all City of Boston Dept. of Health requirements and must obtain the appropriate City permits. The RVMS FM Manager can provide contact information for the City's health division and guidelines for vendor requirements.

Prepared Foods (Sandwiches, etc.)

Priority will be given to vendors who prepare unique goods that feature locally grown ingredients made from scratch that do not duplicate foods for sale in nearby stores. All vendors selling prepared foods must comply with all City of Boston Dept. of Health requirements and must obtain the appropriate City permits.

Non-Food Vendors: Hand Crafts, Photography, Art, Clothing, etc.

Priority will be given to artists and artisans who have created handcrafted items themselves. In keeping with the theme of providing food, produce, crafts, etc. from local sources, we discourage imported or resale items. Any exceptions must be pre-approved by the RVMS FM Manager.

Not-for-Profits

In line with the function of the Farmers' Market to build community and inform community members, the Market will offer a limited number of free spaces to not-for-profit organizations. Those which provide or sell a product (e.g., fair trade items); give active demonstrations related to Farmers' Market goals (e.g., "going green" demonstrations, children's activities); or are Roslindale-based will be given preference.

Note: The Farmers' Market is nonpartisan. Political candidates and their volunteers will not be given table space within Adams Park. We welcome elected officials and candidates visiting the Farmers' Market as often as they like, enjoying the community exchange and entertainment; becoming customers and sampling all the Market has to offer!

VENDOR GUIDELINES

Vendor Priority

First consideration will be given to those applicants who apply by the deadline **of March 2nd**. Vendors must meet the criteria specified for their category and must submit payment by the specified deadlines in order to secure their space at the market. When there are more qualifying vendors apply than there are spaces available, priority will be decided by the RVMS FM Manager and will be weighted on wholesomeness and diversity of product, seniority, meeting our vendor-mix priorities, and community appeal.

Preseason and Seasonal Farm Visits

Members of the RVMS FM Committee and/or the FM Manager want to learn about the each farm in order to do better promotion of the farms and the RVMS Farmers' Market. We will do our best to visit each farm prior to the season or at the beginning of the season.

Assignment of Space

The FM Manager will assign spaces to vendors on the day of the Farmers' Market. (Weekly vendors will generally be assigned the same spots each week, but placement may change under certain circumstances such as rain or special theme day needs).

The FM Manager will arrive onsite between 7 and 7:30 am. Vendor placement is at the discretion of the FM Manager. The FM Manager will confirm assigned spaces with vendors before set up begins.

Logistics

Set-up begins at 7:30 a.m. Everyone must be completely set up by 8:50 am for the 9 a.m. opening. Sales are not permitted before 9 a.m.

Unloading and loading of vehicles should take place at the park's perimeter. All vendor vehicles must be moved by 8:30 am to the **MBTA lower parking lot behind Adams Park on South Street**. No vehicles will be allowed to park in Adams Park or at its gateways during the market.

Breakdown should not begin before the market ends at 1:30 and should be completed by 3:00 pm.

Attendance

Vendors are expected to attend every week to which they have committed. The market takes place rain or shine. In rare cases where weather conditions create a serious hazard, the FM Manager will contact vendors by phone to inform them of a market cancellation.

Vendors must contact the FM Manager directly via email: rvmsfarmersmarket@gmail.com or by phone (617.327.4065) if they will not be attending due to predicted rain or other emergencies. We will do our best to accommodate rescheduling as space permits, but refunds not will be issued.

Non-weekly vendors will be permitted to submit no more than one request to swap dates, which will only be granted on a space available basis.

Market Sales/Advertising

- Stall displays must include clear signage with: Vendor or farm name; farm location; product prices; name and location of any secondary product producers (e.g. apples from xx Orchard in xxx, MA).
- "Certified Organic" is reserved for farms that have gone through state or national certification. Vendors must substantiate any claim if asked to do so by the FM Manager. All vendors are required to advertise truthfully and to respond to customers' questions in a like manner. We encourage all vendors to provide a sign or label to describe growing techniques (i.e., Sustainable, Transitional, Conventional, etc)
- Vendors are required to use adding machines or registers when totaling customer purchases.

Complaints

RVMS wants to support and build the reputation of our Farmers' Market and our participating farms. If we receive any formal complaints that farm produce has not been locally grown or does not meeting the rules of our Farmers' Market, then we must investigate. We expect to have full cooperation with farm in order to maintain the integrity of our farmers' market. We also make sure to get back to the person making the complaint to share the information we've learned about growing practices, and uphold the reputation of the farm when a false complaint has been made.

SNAP/EBT & WIC

Farmers and food vendors must accept SNAP/EBT and WIC coupons (farms only). To participate in the WIC program, farmers must receive a brief orientation from the State Dept. of Agricultural Resources. Please contact Lisa Damon at the Massachusetts Department of Agricultural Resources at 617-626-1731 or Lisa.Damon@state.ma.us

Tents/Canopies/Umbrellas

Vendors are responsible for providing their own equipment and for ensuring that all structures are secure. For safety, weights or stakes for canopies/tents at market are mandatory, with a minimum of 40 pounds per tent leg recommended. Vendors will be asked to take down and stow any canopy that is not properly anchored.

Electricity

Vendors needing electricity must get advance approval from the market manager for using the electrical outlets available onsite. All cords must be secured to the ground, especially when wires cross walkways. Access to electricity will not be available on wet or rainy days.

The RVMS FM Manager will provide water from a hose in approved cases.

Clean Up/ Garbage/ Recycling

Vendors are responsible for keeping their stall area clean, tidy, and free of debris or trash during and after the market. Please carry out everything you carry in. We encourage vendors to use recycled goods and recycle waste whenever possible.

Permits/Licenses

Vendors are responsible for complying with all City and State policies: all taxes, licenses, permits and all liability/product insurance is the sole responsibility of the vendor.

If Vendors violate any elements of these guidelines, the market manager will issue a violation. After receiving three violations the Vendor will be dismissed from the market. Any grievous violations will result in immediate dismissal from the market.

City of Boston Farmers' Market Procedures - <http://www.cityofboston.gov/isd/pdfs/farmersmarket.pdf>
City of Boston Farmers' Market Application - <http://www.cityofboston.gov/isd/pdfs/FarmersMarketApp.pdf>

Farmers Market Application

We encourage you to complete the Farmers' Market application online:
<http://fs9.formsite.com/rvmsdirector/FarmersMarketApplication/index.html>

If you would like to complete a hard copy, please use the form below.

2012 ROSLINDALE FARMERS' MARKET APPLICATION

PRIORITY DEADLINE: MARCH 2, 2012

Please review the following application guidelines carefully, as instructions have changed from previous years.

1. All vendors must complete an application.

NOTE: We prefer that you complete the Farmers' Market application online:

<http://fs9.formsite.com/rvmsdirector/FarmersMarketApplication/index.html>

If you need to complete a hard copy instead of the online form, please use the form below.

2. Completing an application does not guarantee a vendor a space at the Roslindale Farmers' Market. For priority consideration, **your application must be submitted to RVMS no later than Friday, March 2nd**. Applications received after March 2nd will be reviewed on a rolling basis. Applicants will be notified beginning March 15th as to their status at the market and on a rolling basis (up to a two week period) thereafter. Payment will be due according to the schedule indicated below, in order to secure your space for the season.

3. Vendors may sell only what they apply to sell, so please provide complete detail all products on your application. Growers must also provide contacts for, and identify products they will bring from a secondary grower but vendor liability extends to all produce at your stand.

4. Payment must be received according to the schedule indicated below. If payment is not received by the deadline, your space will no longer be reserved.

Vendor Fees

Farmers -- \$40 for a 30 x 10 ft length space; \$30 for a 10 x 10 ft length space

Plant/Food vendors -- \$30 for a 10 x 10 ft length space

Art, craft and other vendors -- \$30 for a 10 x 10 space

Non-profit organizations selling goods -- \$30 for a 10 x 10 space, after one complimentary week

Payment Schedule

You will be ask to indicate a payment preference on your application. Payment can be made on-line, check or money order. Checks should be made out Roslindale Village Main Street. If you indicate a preference to pay on-line, you will be e-mailed an invoice through paypal a month prior to each deadline. (You can change your preference at anytime)

- **April 1st – Deadline to receive payment for market dates: June 2nd – August 11th**
- **August 1st – Deadline to receive payment for market dates: August 18 – October 27th**

If you apply and are accepted after the season begins, you will be expected to make payment upon receipt of invoice for the weeks you were accepted.



2012 ROSLINDALE FARMERS' MARKET APPLICATION

PRIORITY DEADLINE: MARCH 2, 2012

Contact Name		
Company		
Address		
City, State, Zip		
Telephone	Cell:	Home/office:
Email		
Website		
Do you need access to electricity at the market? If so, why?		

Products Sold: You may only sell what you apply to sell. Please check all that apply and specify product details; use space on back if needed.

<input type="checkbox"/> Produce:	
<input type="checkbox"/> Plants/Flowers:	
<input type="checkbox"/> Processed Foods*:	
<input type="checkbox"/> Baked Goods*:	
<input type="checkbox"/> Handmade Crafts/Art*:	
<input type="checkbox"/> Other*:	

*Please attach product lists (food vendors) or 3 images of work (art/crafts) with application.

Farmers: Please indicate any product/produce from a third party that you will regularly provide.

Item:	Farm of Origin:	Location:

Vendors selling food products are responsible for obtaining the appropriate City permits and complying with City regulations. Please refer to vendor guidelines for more information.

Vendor Fee

Farmers:	30' x 10' space, \$40/week	
	10' X 10' space, \$30/week	
Plant and Food Vendors:	10' x 10' space, \$30/week	
Handmade Art/Craft/Other:	10' x 10' space, \$30/week	
Please indicate the dates you would like to participate in the market:		
Please indicate your preferred method of payment:	<input type="checkbox"/> Pay by check or money order <input type="checkbox"/> Pay on-line (paypal)	

Applications can be submitted by e-mail (rvmsfarmersmarket@gmail.com), on-line or by mail.

Please mail to:

Roslindale Village Main Street
2A Corinth St.
Roslindale, MA 02131
617-327-4065 - Fax - 617-327-4066