

Lawrenceville Farmers' Market 2017 Market Application

Market Mission: The Lawrenceville Farmers' Market seeks to provide an outlet for fresh and healthy food for the Lawrenceville community as well as visitors to the neighborhood. Our overarching goals are to support local farmers, address the food access needs of the neighborhood, and to create a space for community interaction.

Location, Hours, and Season: The Lawrenceville Farmers' Market will be held, in Arsenal Park (between 39th and 40th, and Butler and Penn) rain or shine, each Saturday afternoon from 1:00pm – 4:00pm, beginning on June 3rd and continuing through October 28th (22 market days scheduled). In the case of severe weather warnings the market may be postponed, cancelled, or close early.

Market Promotion: In 2017, the Market will be promoted through Buy Fresh Buy Local, Local Harvest, The Pittsburgh Post Gazette, Lawrenceville Farmers' Market Facebook Page, Twitter, Instagram, Lawrenceville United newsletters, Lawrenceville's Next Door Website, Yelp, Friends of Lawrenceville Farmers' Market eNewsletter, promotional posters, rack cards, street pole banners, and a neighborhood mailing.

Participation: A full time vendor is considered one that will participate in all of the 22 scheduled Market days. A part time vendor is considered one that will participate in 10 - 18 of the 22 Market days. All vendors are required to give advance notice when they cannot attend the Market so that the Market Manager can better accommodate such absences and alert customers of absences through the proper channels (e-newsletter, Facebook, etc).

Fees: The vendor fee for a full time vendor is \$275.00 for the entire season (22 market days). The vendor fee is due in full, along with this signed agreement by May 1st. This will allow the Market Manager to include the names of participating vendors in promotions and advertisements leading up to opening day.

A part time vendor (10-18 market days) must also pay their vendor fee in full, by May 1st. The rate for a part time vendor is \$15 per market day, making the upfront fee \$150+. Please note that part time vendors need to schedule their days before the beginning of the season in order to receive this reduced rate.

The Lawrenceville Farmers' Market **strongly** prefers its vendors to commit to a full or half season. We know that making this commitment can be difficult, but our experience has shown that market vendors are most successful when there is a large amount of vendors and their schedules are consistent. However, **if you desire to sell occasionally**, you may pay a rate of \$25 per market, due at the start of the market day by cash or check. Also, you **must** notify the market manager of your attendance by the Wednesday before the market (at the latest!) for marketing and organizational reasons.

All vendor fees are non-refundable, except in extreme circumstances.

Spaces: Vendors will be assigned to approximately the same positions in the park from week to week, but circumstances may require changes in vendor locations at the discretion of the Market Manager.

Choice of Vendors: Vendors will provide shoppers with an appealing variety of high quality, locally grown or produced agricultural products and foods. However, the choice of specific vendors will be made at the discretion of the Lawrenceville Farmers' Market Advisory Committee. They may, at their discretion, add new vendors during the course of the season. "Visiting Vendors" may be invited to fill one or more stalls reserved for that purpose or to replace missing regular vendors. Visiting vendors will be chosen to increase the variety or enhance the mix of products offered at the Market. Please note, no vendor is entitled to exclusivity, more than one vendor may be permitted to sell a given product.

Operating Organization: The market is sponsored by Lawrenceville United, a neighborhood community service organization and is operated through the Lawrenceville Farmers' Market Advisory Committee (LFMAC).

The Market Manager can be reached by email at market@lunited.org.

Logistics: All vendors may drive their vehicle into Arsenal Park from the 39th Street entrance, to the right of the tennis courts. All vehicles must stay on the designated road, and **may not drive on the grass at any time**. Vendors will follow the road to the left and will set up their stalls according to the Market Manager's instructions. Vendor parking will be allowed **outside of the park only**. Vendors may exit the park at the 40th street exit, and park behind Arsenal Middle School for the duration of the market.

Deadlines: Applications with payment must be returned to the below address by **May 1st, 2017**. Checks should be made payable to Lawrenceville United, with "Farmers' Market vendor fee" and the name of your farm or business in the memo and sent to Lawrenceville United, 4839 Butler Street, Pittsburgh, PA 15201.

Lawrenceville Farmers' Market 2017 Rules and Regulations

1) Qualifying Vendors and Products

(a) **Authorized vendors** are those applicants who properly applied for vendor status, have been accepted as vendors, and paid their fees in accordance with the 2017 Market Operations Summary of the **Lawrenceville Farmers' Market** (hereafter "the LFM").

(b) **Acceptable agricultural products:** Vendors may sell raw fruits, vegetables, meats, eggs, dairy products, live plants, cut flowers, honey, beeswax, and similar agricultural products.

(c) **Acceptable "value added" products:** Vendors may also sell baked goods, jams, cheeses, smoked meats, grilled foods, soaps, and other prepared or "value added" products. Producers must have appropriate inspections, licenses and permits.

(d) **Of high quality:** All agricultural products displayed by vendors shall be of the highest quality and freshness. Vendors must withdraw from display any product that, in the discretion of the Market Manager fails to meet this high standard.

(e) **Self-grown or produced: 80% of the products offered for sale at the LFM shall be grown or produced by the vendor offering it for sale.** Therefore, 20% of the products offered for sale may be grown or produced by someone else. However, the 20% of items **must** be labeled with the

name of the farm or business, and all products must be locally produced or grown (100-mile radius of Pittsburgh). Also, all items not grown or produced by the vendor must be approved by the Market Manager.

(f) **Local:** All agricultural products offered for sale at the Market shall be grown or produced in a 250 mile radius of Pittsburgh.

3) Regulatory Compliance: Vendors must comply with all local, state, and federal regulations that apply to their business. Those regulations include, without limitation, the following:

- (a) Health code provisions and licensing: For those vendors offering prepared, but not prepackaged foods, please pay special attention to the utensil and hand washing facility requirements of the Pennsylvania Health Code.
- (b) Pesticide licensing and regulations concerning their safe use.
- (c) Scales approved by the area weights and measures officer.
- (d) Organic certification for products claimed to be organic.
- (e) Health, ingredient, and other labeling regulations
- (f) Liquor Control Board special event licensing (for those selling alcohol). Please note: if you are applying for such a permit, please ask us for a map of the LFM lot and submit it with your application to the LCB. The LCB wants to know the market dimensions.

4) Market Oversight: Lawrenceville Farmers' Market is overseen by an advisory committee of dedicated neighbors (the LFMAC) and owes its success to its mix of products and vendors. Lawrenceville United makes no representation or warranty that any single vendor has the exclusive right to sell a given product or products.

5) Operation of Vendor Stands:

- (a) Vendors must ensure that their stands are safe for the shopping public.
- (b) Vendors must provide their own tents and tables and must anchor them sufficiently with weights so that they will remain safe and secure in windy conditions.
- (c) Set up begins promptly at noon and must be completed by 12:45pm for opening time, 1:00pm. For those with larger set-ups, an earlier set-up time may be arranged. Please contact the Market Manager for details.
- (d) Vendors may not arrive late and may not begin break-down before 4pm. These rules will be strictly enforced.
- (e) Because of a city-wide law, vendors or customers may not smoke within the limits of the park.

Vendors shall make no sales before the official "opening bell" unless selling pre-orders made in advance of market day.

(e) **Vendors who will not be attending a given market day shall notify the Market Manager before midnight on the Wednesday before the Market Day they will be missing. Such notice should be given to the Market Manager at market@lunited.org. If you must be absent and cannot provide such advance notice you must contact the market manager by telephone. There will be consequences for vendors who "no-call no-show." At the first offense, there will be a warning, and at the second offense, the Market Manager has the ability to terminate the LFM contract with the vendor (without a refund of fees).**

- (f) Each vendor must post a sign or placard in their stall that identifies them and the location of their farm or place of business.
- (g) Vendors must display prices for all products being offered for sale.
- (h) Vendors may not run generators during market hours without prior approval of the Market Manager.
- (i) Vendors must sweep or otherwise clean the ground in and around their stalls and leave the park in a clean condition. Any refuse from a vendor's market activities shall be removed by the vendor. Vendors must be out of the park by 5 PM.
- (j) The driver of any vendor vehicle must comply with parking and driving instructions offered by the Market Manager.

6) Liability: Vendors are required to carry product liability, must turn in a copy of their liability insurance with this application. Vendors waive all rights or claims against the City of Pittsburgh, Lawrenceville United, and CityParks together with their agents, officers, directors, volunteers, and employees, and shall indemnify such parties for any loss or claims arising from the vendor's participation in the Market.

7) Amendment and Incorporation: These rules and regulations may be amended from time to time by the Lawrenceville Farmers' Market Advisory Committee.

8) Violations and Sanctions: Vendors who fail to comply with the terms of these rules and regulations may be suspended or disqualified from continued selling at the Market without refund.

9) Acceptance of Terms: By applying to become vendors and by otherwise participating in the Market, vendors agree to be bound by these rules and regulations.

LAWRENCEVILLE FARMERS' MARKET
PITTSBURGH, PENNSYLVANIA
2017 APPLICATION AND AGREEMENT FOR VENDORS
Deadline for Application: May 1st, 2017

Name of applicant: _____

Farm/Business name: _____

Mailing address/Farm location: _____

City/State/Zip: _____

Business phone/Home phone: _____

Day of contact Cellular phone: _____

Email address: _____

Web address: _____

Number of spaces requested (minimum of 1, maximum of 4): _____
(One space is one truck and up to three tables, or four 5'x6' tables, tables not provided)

Names of additional people who will be selling for you:

Number of market days that you will be selling: (circle status and indicate # of days)

Full Time _____ Part Time _____

(On the attached list of Market Saturdays, Please circle all of the markets at which you will be present.)

Do you accept senior farmer market nutrition program vouchers? _____

In 2014 we began a system to accept SNAP (Supplemental Nutrition Assistance Program) benefits, previously known as food stamps. This is done via the use of an electronic benefits transfer (EBT) machine that will be operated at the Market Manager's table. Vendors who choose to participate in this program will receive wooden LFM tokens (each representing a denomination of U.S. Dollar) from customers that purchase them from the Market Manager with their EBT, credit, or debit card. The vendor will turn in the tokens they receive from customers to the market manager at the end of the market day. The vendor will be reimbursed bi-weekly based on the number of tokens turned in after the close of market. This is our way of serving the underserved populations that live in our community, as well as the convenience of using debit/credit cards at the market

Would you like to participate in our EBT system? _____

Agreement to terms of the 2017 Market Operation Summary and the 2017 Market Rules and Regulations:

I have read the 2017 Market Operations Summary and the 2017 Market Rules and Regulations and understand that submitting this application I hereby accept the terms set forth there. By submitting this application, I further certify that the products I intend to offer for sale qualify as “acceptable products,” “of high quality,” “self-grown or produced,” and “local” under the terms set forth in the Market Rules and Regulations. I further agree that if I wish to sell any products under the limited exceptions permitted under those definitions, I will seek advance approval for such sales.

Attached is a product list for 2017 that generally describes the products I will sell at the Market and a general description of the time period I will offer such products for sale.

Participants must have an approved application and product list describing of what is being sold at the Farmers’ Market on file with Lawrenceville Farmers’ Market Manager prior to participating in the Lawrenceville Farmers’ market.

I understand that this is an application only, and that the sole discretion in deciding who are selected as vendors lies with the Lawrenceville Farmers’ Market Association and the Market Manager.

For vendors of prepared foods only: I understand that I must contact the Pennsylvania Department of Agriculture and obtain the appropriate license and approval of planned sanitation measures.

If my application is accepted, I would like the number of spaces requested above. I understand that the assignment of stall locations lies in the discretion of the Market Manager and the location of my stall within the Market may vary from time to time.

Name: _____

Signature: _____ Date: _____

Deadline for Application: AS SOON AS POSSIBLE or by May 1st, 2017

Please return this Application and Agreement to the following address:

**Attn: Lawrenceville Farmers’ Market
Lawrenceville United
4839 Butler St.
Pittsburgh, PA 15201**

Or email at market@lunited.org.

Checks (which will be due on or before **May 1st**) should be made payable to “**Lawrenceville United**”, with “**Farmers’ Market vendor fee**” and the name of the farm or business on the memo line.

2017 LAWRENCEVILLE FARMERS' MARKET PRODUCT LIST

Name of applicant: _____

Farm/Business name: _____

The dates you expect to be selling at the Market: Please circle all that apply.

June 3 10 17 24

July 1 8 15 22 29

August 5 12 19 26

September 2 9 16 23 30

October 7 14 21 28

TOTAL NUMBER OF MARKET DAYS YOU WILL BE SELLING AT THE
LAWRENCEVILLE FARMERS MARKET: _____

Please describe the general items you expect to sell (for example, apples, hot pepper jam).

Please also place an asterisk next to those items on which you expect to rely most heavily. You may add additional pages if necessary. All items listed here must be produced or grown by the vendor.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Please describe the items you may sell that were grown or produced by another local farm or business. These items may only be 20% of your total products, and must be approved by the Market Manager before sale.

_____	_____
_____	_____

Please make sure to attach a copy of your liability insurance to this application.

For office use only:

Date application and product plan received _____

Date applicant accepted: _____ Spaces allowed: _____ Date notified _____

Payment received: _____ Date paid: _____

Applicant denied: _____ Date notified: _____