



2012 Suwanee Farmers Market

Dear Farmers Market Applicant:

As spring approaches, we hope that you are making plans to join us for the Suwanee Farmers Market, now in its eighth season. We are pleased to inform you that we will have the TUESDAY evening market from 4-7 pm but it will only run from May until the first week of August. Rosalie Tubre is also returning as our market manager for both markets. Please read over all of the enclosed information, complete the forms and bring them to the annual meeting on March 26.

With each year that passes, we strive to improve the quality of vendors, enhance our communications, and make clear the expectations of vendors. This year, we will hold our Suwanee Farmers Market Annual Meeting on March 26 at 7 pm. This meeting will give participants a chance to discuss our guidelines, submit applications, copies of all current state licenses, and discuss minimum pricing for this year's market. It is important that everyone planning to participate regularly attend this meeting. **The meeting will be held on Monday, March 26 at 7 pm at City Hall.** The address is 330 Town Center Ave., Suwanee, GA 30024. *NO applications will be accepted prior to the annual meeting.*

We will receive more applications than we can accommodate in vendor space. We will do our best to provide spaces to farmers providing produce first, and then rotate the remaining spaces among other vendors. We will do our best to limit the number of other vendors and avoid duplication as possible. Vendors will be rotated to available space based on their availability and the number of spaces the market has each week.

Enclosed you will find our application, guidelines, and a calendar. Please complete the enclosed information and return it at the Annual Meeting. We will give preference to those applicants who attend the annual meeting and to those who commit to being at the market each week. Our market dates will begin on May 1 with Tuesday Markets ending August 7 and Saturday Markets concluding on October 6; the market is open from 8 am to noon on Saturday and 4 to 7 pm on Tuesday. We will NOT host a farmers market on September 15, 2012 as this is the Suwanee Day festival and it is not possible to host both events in the same day.

If you have any questions about the market, please feel free to contact me at 770-945-8996. I look forward to working with you through another great season.

Sincerely,

Amy Doherty

2012 Suwanee Farmers Market *Policy*

The Suwanee Farmers Market Policy corresponds with the *Guidelines for Food Products Sold at Events Sponsored by Non-Profit Organizations* distributed by the Georgia Department of Agriculture.

What products can be sold?

The Suwanee Farmers Market may include products exempt from the Georgia Food Act, which are not governed by additional state or federal laws and regulations. For example:

- Jams
- Jellies
- Cakes
- Cookies
- Fresh Produce
- Breads
- Pies
- Honey

Products requiring state licenses may be sold when a copy of current licenses by the proper authority accompanies the application. These products include:

- Meat Products – Governed by Georgia Meat Compliance Laws
- Eggs – Governed by the Georgia Egg Law
- Dairy Products – Governed by the Georgia Dairy Law
- Organic Products
- Low Acid/Acidified Foods (Canned Vegetables, Pickles, Salsa, etc) –Must have a state license from the Department of Agriculture and completed Better Process Control School.
- Plants – with a current Live Plant License from the Department of Agriculture.

Other products that could be sold include flowering container baskets, herbs, trees, or consumable items such as soaps or candles that are made and sold by the product creator. No business reselling is allowed.

What products cannot be sold?

Arts and crafts, cooked food items that include meat, like soups, casseroles, or items requiring consistent heat; non-consumable items. No food vending trailers will be allowed.

Additional Rules and Guidelines:

1. Market participants are required to attend the annual meeting to discuss rules, policies, and minimum pricing. Participants who attend the meeting will be given first consideration to market acceptance although the final decision will be made by the market manager and City of Suwanee. Others will only be allowed into the market after inspection and if space permits. There are approximately 23 spaces at each market. Applications should be brought to the annual meeting. Applications will not be accepted before the annual meeting.
2. The market manager and City of Suwanee staff will make every effort to limit participants who sell like items that are not produce related. Space will also limit the number of participants. Participants who participate in all markets will be given preference over those who cannot participate each week.
3. All products shall be sold by the individual or entity that grew/made the product. **No re-selling from other markets is allowed. No reselling of other farmer's goods is allowed.** You may only sell or represent items grown on land owned by the farmer who is applying for the market.

4. An **assigned** space will be available to participants who pay a one-time permit fee of \$100 per space for the Saturday Market and \$50 per space for the Tuesday Market. (Each space measures approximately 10' X 10'.) Double booth space is available for \$200 on Saturday and \$100 on Tuesday. Double booth space may not be shared or leased to others. The maximum amount of space that may be rented by a participant is a double space. A fee of \$25 per day per space is charged for those unable to commit to full-time participation.
5. Market hours are from 8 am to noon each Saturday and 4 to 7 pm on Tuesday. Farmers may not arrive prior to 7:15 am to set up to sell on Saturday. Farmers who participate in the Tuesday market may not arrive prior to 3:15 pm. Farmers may not begin selling prior to 8 am on Saturday and 4 pm on Tuesday. Farmers may leave the market when they are sold out, even if this is before the close of the market.
6. All processed products should be labeled with the common food name, the name, address and phone number of the person who made the item, and a list of ingredients using the common food names. *Baked goods should be wrapped for individual sale.* **All baked goods should be covered and wrapped prior to being at the market to prevent bees and insects from being attracted to the market area.**
7. Baked goods should be made in a kitchen which is inspected by the county health department. This may be a commercial facility or a shared kitchen. Please provide address of or business license for the shared kitchen.
8. Products may only be sold as "organic products" if the proper state certification is displayed and a copy has been submitted with the application.
9. The market manager and City of Suwanee staff have the right to site inspections at any time during the market. New farmers who wish to be permitted to sell must have a site inspection prior to their participation. Those who have been licensed to participate in the Suwanee Farmers Market in past years and had site inspections in previous years may be exempt from site inspections at the discretion of the market manager.
10. Only registered participants of the Suwanee Farmers Market will be permitted to sell at the market.
11. The provision of booths, tents, umbrellas, tables, and chairs is the responsibility of the seller.
12. Each seller shall be required to keep his/her area clean and to remove any trash and objectionable items.
13. Demeanor and service with shoppers are of utmost importance. All sellers at the market are encouraged to be friendly, courteous, truthful, and honest. Customer or participant complaints will be examined and investigated by the market manager. *Sellers that are the subject of complaints may lose privileges at the market.* Smoking by sellers is allowed only in designated areas. Smoking materials should be properly extinguished and discarded...no cigarette butts left on the ground. Profanity by sellers is not allowed.
14. Prices charged for items at the market should be 'direct' and 'competitive' with those charged in local food stores. Farmers may be given a suggested price list. Price lists are for the farmers' use only not to be shown to customers.
15. Each participant shall furnish packaging or containers for the benefit of the customers. This may be in the form of sacks, boxes, or baskets.
16. If selling by weight, it is the responsibility of the seller to have Georgia Department of Agriculture approved scales for weighing the produce. These scales are to be tested periodically. Be sure to give accurate weights; a little extra is better than a little less.

17. All problems relating to the Market should be discussed with the market manager or City of Suwanee staff. The market manager or City of Suwanee staff will address customer and vendor complaints.
18. All vegetables and produce sold by volume must also conform to the weight standards for that volume as established by the Georgia Department of Agriculture for weights and measures. Example – bushel hamper of Purple Hull Peas must weigh 25 pounds.
19. The market manager and City of Suwanee staff shall maintain exclusive discretion as to the permitting and location of each participant in order to determine the best and most viable mixture of products. Further, the market manager or City of Suwanee staff may exclude any individual or business at their sole discretion and may revoke any participant's license with or without cause.
20. Farmers should not move from their assigned spaces for any reason. Violators may be asked to leave the market. In an effort to keep the market efficient, farmers should effectively communicate their dates of participation. If a farmer reserves space and misses three markets during the season without contacting the market manager, the farmer may lose his or her permit and be asked to reapply to the market if they wish to continue their participation. No refund of fees will be given for missed markets.
21. Each participant should have his/her name and address displayed plainly and prominently on his/her vehicle or at the point of sale in order for customers to see with whom they are dealing.
22. Any participant who receives complaints from market consumers for product quality is subject to a new farm inspection. Multiple complaints from market consumers about quality products or suspect items that may not be grown or produced from the vendors may lead to the farmer being asked to leave the market. No refund of fees will be given.
23. Eggs may only be sold at the market with a Georgia Department of Agriculture Candler's Certificate. Recycled egg containers are only permitted if the original processing information has been covered up, and the egg carton must be labeled with a farm name, grade, and expiration date.

2012 SUWANEE FARMERS MARKET APPLICATION TO SELL

1. Name(s) _____

2. Farm or Business Name _____

3. Mailing Address _____

City, State, Zip Code _____

4. Telephone Number (area code) _____ 2nd Number _____

5. Farm or Business address (if different from above) _____

6. County _____ Email Address: _____

7. Please provide a map with directions to your farm or business on the back of this form. We will use these directions when conducting our site visit. Site visits may occur more than one time in a market season. The City of Suwanee reserves the right to make inspections at any time, depending upon the needs of the market. If you have participated in the past, you may be exempt from a market inspection for 2012. This is at the discretion of the market manager.

8. Describe the type of products you plan to sell at market, use the back of this form if more space is needed.

9. Please complete the attached calendar with dates you **WILL** be attending the markets. This calendar will assist us in scheduling vendors who do not have produce *available* throughout the Market dates. (Space preference will be given to those with produce available throughout *all* market dates on either or both markets.) If you reserve a date and miss *THREE* times during the market season without contacting the market manager, you may be required to re-apply and pay an additional permit fee.

10. Do you sell at other markets in the area? Which ones: _____

11. Number of spaces requested: _____ (Requested booth space may not be available. Limit is two spaces. Preferences for double spaces will be given to those who can commit to the entire market.)

12. If you apply for Saturday market dates and they are not available, are you available to participate in the Tuesday Market? YES _____ NO _____

13. I acknowledge that I have been provided with a copy of the guidelines governing the operation of the Suwanee Farmers Market and that I will abide by these policies. I also understand my participation will be terminated for violation of the guidelines. I further agree to allow representatives of the Suwanee Farmers Market to visit the premises where the products I intend to sell are produced. I will **ONLY** sell products made or grown by me.

SIGNATURE

DATE

IF APPLICABLE, PLEASE INCLUDE A COPY OF ALL REQUIRED STATE LICENSING WITH YOUR APPLICATION.

APPLICANTS: DO NOT WRITE BELOW THIS LINE

Application received by _____ Date _____

Site visit made by _____ Date _____

2012 Suwanee Farmers Market Dates

Market Participants Name: _____

Please check the dates you plan to participate:

All Tuesday Dates: _____ All Saturday Dates: _____ BOTH Saturday and Tuesday: _____

SATURDAY Dates:

8 am – noon

May 5 _____
May 12 _____
May 19 _____
May 26 _____

June 2 _____
June 9 _____
June 16 _____
June 23 _____
June 30 _____

July 7 _____
July 14 _____
July 21 _____
July 28 _____

Aug 4 _____
Aug 11 _____
Aug 18 _____
Aug 25 _____

Sept 1 _____
Sept 8 _____
Sept 15-**NO MARKET**
Sept 22 _____
Sept 29 _____

Oct 6 _____

TUESDAY Dates:

4 pm – 7 pm

May 1 _____
May 8 _____
May 15 _____
May 22 _____
May 29 _____

June 5 _____
June 12 _____
June 19 _____
June 26 _____

July 3 _____
July 10 _____
July 17 _____
July 24 _____
July 31 _____

Aug 7 _____