

2007 VENDOR GUIDELINES SMYRNA REST AREA GREEN FARMERS' MARKET

Benefits of the market would be three-fold:

1. Provide consumers with top-quality, fresh Delaware and/or Maryland produce;
2. Provide growers with a prime retail outlet for their production;
3. Broaden the entertainment and service attractions at the Delaware River Bay Authority's (DRBA) Ferry Terminal.

I. REQUIREMENTS FOR MARKET PARTICIPATION

The market will operate in 2007 during a season that begins in (TBA) through (TBA).

The market will feature vendors selling Delaware and/or Maryland grown fruits and vegetables, flowers, herbs, and baked goods.

All market vendors will be pre-approved to participate in the market:

- The market will operate on the “**PRODUCER ONLY**” rule, meaning that all products offered for sale are produced by the individuals and organizations actually selling at the market.
- If the “**PRODUCER ONLY**” rule is at any time found to provide an insufficient amount of products to offer for sale, the market master may give participating vendors permission to offer products produced by other growers on the Delmarva Peninsula.
- All products shall be clearly labeled to indicate point of origin.

CONTACT INFORMATION:

All interested vendors should contact the Delaware Department of Agriculture, Marketing Coordinator, Kelli Steele at via phone (302) 698-4519, fax (302) 697-4497 or e-mail Kelli.Steele@state.de.us for further information on farmers' markets.

All interested vendors should also contact the Delaware Department of Agriculture's, Weights and Measures section for *Compliance Information* on packaging and selling merchandise at (800) 282-8685 (in Delaware Only) or (302) 698-4500.

FEES:

Each vendor who agrees to participate in the market will be assessed a daily rental fee of \$12.00. These payments must be made in the form of cash or check made payable to the Delaware Department of Agriculture located at 2320 South DuPont Highway, Dover, Delaware 19901.

****All vendors are encouraged to contact an insurance representative about obtaining Product liability coverage.**

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II. GUIDELINES FOR FARMERS' MARKET (This is a “**PRODUCER ONLY**” market)

1. All vendors at the market will, by applying, agree to allow inspection of their operations if given advance notice.
2. The market encourages participation by small-scales producers and single crop producers, and therefore will provide a limited number of single day spaces. All rules applicable to seasonal vendors also apply to daily sellers.
3. All payments of market rental fees must be made in the form of cash or check. Payments will be collected on a daily/weekly basis.
4. Landlord/Host Management may, at its discretion, bar certain non-fresh produce items from sale at this market. Approval of all such items must be given before they can be offered for sale.
5. It is the responsibility of each vendor to secure all required state and/or county permits, licenses, and product insurance.
6. All scales used at market must be registered and inspected by the Delaware Department of Agriculture Weights and Measures section prior to their use at the market.
7. Management of the market reserves the right to order any spoiled or off-condition products withdrawn from sale.
8. Vendors are required to maintain their area (location) in a neat and orderly fashion and to be responsible for removing all debris from their area at the end of each market day.
9. Business and consumer/customer surveys will be conducted from time to time; vendors agree to cooperate in such surveys.
10. Consumption of alcoholic beverages by vendors is prohibited. Display of advertising for alcoholic beverage products, i.e., articles of clothing, mugs, used containers, etc., will not be permitted.

III. SPECIAL CONSIDERATIONS

1. INSURANCE REQUIREMENTS:

The farmers' market is covered under a general liability insurance policy. However, vendors are strongly encouraged to have product liability coverage and a business license.

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2. NOTIFICATION OF THE MARKET MASTER:

In order to facilitate a daily layout of the market, vendors are requested to notify the Market Master in advance as to which days they plan to participate. Vendors are also asked to notify the market master when they plan to discontinue participation for the season. Vendors should be considerate of other vendors. If a vendor should have to cancel a certain day for any reason, please contact the Market Manager in a timely manner so that other growers can be contacted to take their place (roster will reflect daily participation).

3. SPACE ALLOCATION AND ASSIGNMENT:

A neat layout and compact market operation is in everyone's interest. Therefore, space allocations must be uniform. Each vendor will have available two-six foot tables and two chairs with access to electric. Vendors are encouraged to merchandise their products with shelves, baskets, etc.

4. GROSS SALES TOTALS:

Vendors will be required to report **gross sales** on a **daily basis**, which will be kept **CONFIDENTIAL**. Sales totals will be recorded by location within the market and not by farm name.

Public restrooms are located inside the ferry terminal and are available to all vendors.

Each vendor must return a signed copy of the following:

- 1) 2007 Vendor Guidelines (this page)**
- 2) 2007 Vendor Application**
- 3) 2007 Guarantee Form**

Print Name

Name of Business

Street Address

City, State, Zip Code

Business Phone (include area code)

Signature/Today's Date

ATTN: Kelli Steele, Marketing Coordinator
Delaware Department of Agriculture
2320 South DuPont Highway, Dover, Delaware 19901
Phone: (302) 698- 4519
Fax: (302) 697-4496
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