



Farmers and Growers Guidelines -Market Year 2009

Riverside Arts Market (RAM) policies will evolve over time as we together determine how best to operate a successful weekly market. Farmer/growers, food vendors, and customers will have an opportunity to provide input as policies are implemented, tested and modified. We appreciate everyone's patience as we create a premier community arts market for Jacksonville.

DEFINITION OF FARMERS AND GROWERS

Farmers and growers sell locally produced or grown products at the Market such as lettuce, potatoes, tomatoes, goat cheese, grass-fed organic beef, citrus, etc.

MARKET HOURS

Market hours are every Saturday from 10am to 4pm from mid-March through mid-December. The Market Manager has decision-making authority to close the market for inclement weather or any other reason.

APPROVAL OF FARMERS AND GROWERS

The Market will give preference to innovative, creative and quality farmers and growers. You must submit a Farmer and Grower application for approval and include a description of your products. The application for approval can be submitted on-line to info@riversideartsmarket.com or mailed to : RAM, c/o Riverside Avondale Preservation, 2623 Herschel St., Jacksonville FL 32204. Farmers and growers will be notified of approval status within 5-7 days via email or phone. Once approved, we encourage you to come every week. If you are absent from the Market for 6 months or more you may be required to obtain approval in order to exhibit again.

FARMERS AND GROWERS FEES

FIRST 10 WEEKS OF THE MARKET – SPONSOR SUPPORTED:

For the first 15 farmers who apply and are accepted, the booth rental fee will be \$11 for the first 10 weeks. You must fill out an application and pay in advance. You also must commit to attend the first 4 Saturday market days. You may then choose any other 6 market days to attend at the sponsored price of \$11. Booth rental fees are nonrefundable.

The normal Booth Space Rental Fees are:

\$36 per day for one day at the Market

\$30 per day for 4 days at the Market; prepaid
\$25 per day for 10 days at the Market; prepaid

RAM Charter Member status for Market Year 2009:

To qualify, farmer/grower must book and confirm with payment the first 4 Saturdays of the Market beginning with the opening market day, April 4, at \$11 per day. The first 4 weeks must be attended in order to be a Charter Member.

Benefits:

- Farmer/Grower will receive first priority for booth renewal and location for rest of Market Year, including use of one of the “Drive-In-and-Sell-From” spaces.
- Those who book and pay for 10 weeks receive highest priority.
- Those who book and pay for only the first 4 weeks receive second priority.
- Those who book and pay for only one day receive lowest priority.
- Renewal booth rental fee will be based on rates above and not subject to any price increase during the current Market Year.

FOOD GUIDELINES

Farmers/Growers must grow a portion of their own products and any supplemental products must come from Florida or southern Georgia. You must post the name of your farm, prices of items and how they are grown (conventional, pesticide free, organic, etc.). No occupational license is required in the State of Florida. If selling by weight, scales must be USDA inspected. Farmers/growers must have a Growers Permit.

For plant vendors, if plants are sold in soil, you need a nursery license unless they are herbs or other edibles. You may obtain a certificate of inspection through the Department of Agriculture. It is also required that you have a Tax ID number and are collecting sales tax unless the items sold are edible plants.

FARMERS AND GROWERS BOOTHS AND TENTS

There are 10 spaces at the Market that allow trucks to pull in and sell from the back of the truck. These spaces will be assigned on a first come, first served basis. *These special spaces are 9 ft x 18 ft in size and are suitable for up to a full-size pick-up truck; there is room for a table behind your truck if you wish to use one.*

Other Farmers/Growers booth spaces are approximately 12 ft. by 12 ft. Tents and/or displays in farmers/growers area may be no larger than 10 ft. by 10 ft. to allow space between booths. The Market Manager assigns booths weekly based on length of rental (priority given to longer-term rental), date when payment is received, and farmer/grower requests. Trading or switching spaces is prohibited. Booths must be staffed by an adult during all open Market hours (10am - 4pm).

Electric service is available at most of the booth locations with advance reservations and payment of a \$5 fee (one plug-in). Farmers/growers must provide extension cords that meet

electric code requirements. Use of electrical service without advance reservation and payment will result in a penalty of \$15 plus the \$5 fee. Please don't make us be policemen on this.

Farmers/Growers are responsible for clean up of booth space at the end of the day. All trash must be taken to garbage cans or removed by the farmer/grower. Repeated failure to clean up may result in being banned from Market participation.

SETUP & BREAKDOWN

Farmers'/growers' vehicles are allowed in the Market during setup and breakdown hours.
Setup hours for farmers/growers: 6am – 9:30am

NOTE: Vehicles with trailers can access the Market ONLY from 6am – 6:45am. Vendors arriving outside these hours are required to carry or dolly their equipment and products from their parking location. Note that an exception is made for our food vendors, who may bring their trailers into the Market from 6:00am until 9:30am.

Breakdown and cleanup is from 4pm to 6 pm. **NOTE: There is an exception if you are occupying one of the “Drive-In-and-Sell-From” spaces; if the area is clear and you have sold all your products, you may cleanup and leave earlier than 4pm.**

RESERVATIONS

After your Market application has been approved, you may reserve a farmer/grower booth space. Reservation requests must be accompanied by full payment for the number of market days requested.

RAM Charter Members can reserve 6 weeks ahead of their first market date. All other farmers/growers can reserve 4 weeks ahead of their first market date.

No farmer or grower may sell at the Market unless reservations and payment have been received by Wednesday noon of the first week the farmer/grower plans to exhibit. Early reservations are highly recommended. Payment may be made by credit card (MasterCard or Visa), money order, cash or check. If paying by check, please allow an additional 5 days for checks to clear. Reservations will be made after checks clear.

CANCELLATIONS

All Farmer/Grower fees are nonrefundable.

A farmer/grower is considered a 'no show' if they do not call the Market Manager to cancel by noon on Wednesday prior to Market day. If a farmer/grower is a 'no show' two times, they may no longer be allowed to participate in the Market.

If the Market Manager closes the Market, farmers/growers will get a credit for another Market day. Farmers/growers need to call within 2 weeks of the closed date to reserve a new Market day.

No farmer/grower may arrive late or leave early without permission of the Market Manager, but see exception for “Drive-In-Sell-From-Truck” sellers noted above.

ON-SITE MANAGEMENT

The Riverside Arts Market will have staff at the Market site every Saturday. This staff will be there to help direct farmers and artists, direct traffic, clean up trash, notify security if needed, answer questions, and act as goodwill ambassadors for the Market. They will also be there to confirm that all artists, farmers and growers are exhibiting approved products and following the rules and regulations of the Market. They will be wearing staff shirts/badges and will be easily recognizable.

RULES ENFORCEMENT

All farmers/growers are responsible for adhering to Market rules. RAM management is ultimately responsible for enforcing Market rules and has the authority to have a vendor remove inappropriate items and/or eject a vendor or visitor from the Market. If a farmer/grower disagrees with the RAM representative, he or she may file a grievance report with the Market Manager.

A GREEN MARKET

The Market is a ‘green’ market and no plastic bags or Styrofoam containers are allowed. Farmers and Growers should make every effort to reduce excessive packaging. Cloth and paper market bags are available for sale to customers and vendors. Recycle bins will be located throughout the Market.

WEATHER

Farmers/growers need to be prepared for all weather conditions. RAM is not responsible for weather-related damage.

Note: Farmers/growers must be prepared to deal with high winds and/or blowing rain that may sometimes affect any or all booths. See the “On-Line Artists Workshop” on the website for display booth ideas.

PETS

Farmers/growers are not allowed to bring pets to the Market.

PARKING

Parking is available at the Red Cross lot located to the right of the market when looking at the water. Vehicles must be removed from the lot every Saturday evening by 7pm. Once the Red Cross lot is full, farmers/growers may park in the First Guaranty Bank parking lot, which is across the street from the market. Again, vehicles must be removed by 7pm every Saturday.

NO cars can be left in the market space beyond set-up and tear-down hours unless permitted by the Market Manager (farmers, for example, may sell items out of the backs of their trucks). We are very fortunate to have ample parking close by for you and your customers. Please respect these parking regulations and help us keep the parking lots clean.

ETHICS AND CONDUCT

1. Farmer/Grower shall be aware of, keep up to date, and comply with all current Market rules, regulations and guidelines. RAM reserves the right to modify the policies, rules and regulations at their discretion. While RAM officials will make every attempt to be reasonable, be aware that violators may be banned from future participation even though produce/food sales may have been approved and booth rental fees paid.
2. Applicant must be an adult. A responsible adult must be present at the booth during Market hours.
3. Farmers/Growers shall conduct themselves in a professional and business-like manner while selling at the Market.
4. Farmer/Grower agrees to sell during the entire duration of the Market day unless the Market closes due to bad weather or other unforeseen reason. Exception: farmers who have reserved “pick-up truck” booth spaces, who may leave early if all products have been sold.
5. Farmer/Grower is only allowed to sell items formally approved by the Market Manager or designated review committee
6. Farmer/Grower must comply with all federal, state, and local regulations, special statutes and ordinances regarding public health, safety, and welfare, including but not limited to product labeling laws and required licenses.
7. Farmer/Grower must confine all product and display material to his/her assigned space.
8. Farmer/Grower should not approach a customer viewing another vendor’s display.
9. Farmer/Grower should not make derogatory remarks about another vendor or their products.
10. Farmer/Grower should refrain from using profanity, and from behavior that is verbally or physically abusive or dangerous and disruptive to Market activities.
11. Farmer/Grower is responsible for the behavior of friends and family who visit or stay in their booth.
12. Farmer/Grower may not “hawk” their wares. Hawking is defined as aggressively offering goods for sale by calling out.
13. Farmers/Growers whose product (i.e. scents and sounds) may have an impact beyond the confines of their booth must be sensitive to the impact of their products on other farmer/growers, artists, and the public. Farmer/Growers will cooperate with a reasonable request to remedy any problems that might arise.

14. Smoking is not permitted in booth spaces during Market hours.
15. Farmer/Grower will not use drugs or be intoxicated while selling at the Market.
16. Farmers/Growers must display their weekly 'show card' prominently at their booth to verify payment for that Market day.

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