



Salem Main Streets – Salem Farmers' Market 2011 Program Guidelines & Vendor Policies

PROGRAM GUIDELINES

Salem Main Streets is looking for local farmers to participate in the Salem Farmers' Market located in historic downtown Salem, MA at Derby Square, a brick courtyard behind Old Town Hall and the Salem Marketplace **Thursdays 3:00 PM – 7:00 PM**, June 16 – October 20.

The purpose: To provide fresh, local, produce directly from farmers to residents – “reminiscent of the original Farmers' Market of Essex County”. To help support the local farmers to ensure that agricultural land remains viable and is not displaced by development. To educate residents about healthy eating and provide a wholesome social experience that helps build community.

Deadline for Submission: All applications must be received by March 31, 2011 to Salem Main Streets at 265 Essex Street, Salem, MA 01970. Notifications will be sent out by April 2011.

VENDOR POLICIES

Applications: Anyone wishing to set up a booth must submit the attached application to Salem Main Streets at 265 Essex Street, Salem, MA 01970 as quickly as possible. Applications must be received by March 31, 2011.

Attendance: Farms and weekly non-farm vendors are expected to attend every week. Vendors who miss two weeks may be asked to leave the market.

Fees: Booth space is \$25 for a 10' x 10' spot, \$40 for a 10' x 20' spot, \$60 for a 10' by 30' spot. There is a discount for prepayment for the season. *Weekly fees are due for missed weeks.

Product & Price Signage: Each farm and non-farm vendor must post prices for all items for sale. In addition, if the farmer is selling any items he did not grow, the farm of origin must be listed. Vendors may label items organic only if they are certified. All products must be grown or produced in New England.

Health/Food Permits: Vendors selling any prepared food product other than whole fruits and vegetables must file a Food Service Permit with the Salem Health Department and receive health department approval. All vendors must comply with all state food codes.

Wine: Any vendor interested in selling wine at the market is required to meet local and state licensing requirements.

Rain or Shine: The market will be held “rain or shine” - unless the weather is dangerous (e.g. hurricane).

No Hawking: Business must be conducted from inside the booth. No farm or non-farm vendor may approach attendees outside their booths.

Non-Farm Products: Must be high quality, locally made, take skill and creativity, and the vendor must add at least 75% of the total value to the product. The product(s) must be complementary to a farmers' market. We may restrict the number of vendors selling similar products (e.g. we restrict bakers to 3). Environmental friendliness is strongly preferred.

Utilities: Utilities are generally not provided by the Salem Farmers' Market. If you have special concerns or would like to request the use of utilities please highlight this on your application. Generators are discouraged and require compliance with city regulations, permitting and approval by the SFM Committee. Water, soap, and paper towels are available in the Public Bathrooms located in the Salem Marketplace. A separate hand washing station is located at the Information booth in the market.

Set-up: Set up will begin one hour prior to the market opening. The market opening will be signaled by the ringing of a bell. No sales before the opening bell. All vendors are to shut down promptly (within 45 minutes) of the closing of the market – the market is run by volunteers who would like to go home and have dinner with their families. Vendors must take with them all trash, produce, debris, etc.

Parking: Vendors not assigned a parking spot at the market or vendors with extra vehicles must park them at Riley Plaza.

Other: The Farmers' Market Committee will select products to complement the market. We will be very careful not to compete with market vendors. Each vendor is assigned a vending spot by the market manager. This spot is not transferrable and vendors must not exceed their allotted spot or relocate without prior written permission.

Exceptions:

Salem Main Streets reserves the right to make exceptions or changes to any of the vendor policies as warranted.