



College Hill Farm Market
5742 Hamilton Avenue
CollegeHillFarmMarket@gmail.com
513-225-7368 cell

Http://www.CollegeHillFarmMarket.org
Facebook:College Hill Farm Market
Twitter: CincilocalFood

College Hill Farm Market ***May 18th—October 12th, 2017***

Greetings from the College Hill Farm Market Board of Directors as we prepare for the opening of our 2017 outdoor season. We are a Thursday market from 3-6:30 p.m. located at 5742 Hamilton Avenue, in the parking lot of the College Hill Presbyterian Church. We have 14 booth spaces available, some with electricity. Restrooms for the vendors are available in the church.

We will again offer credit card service, EBT and Produce Perks as a service to our customers. They can swipe their cards and get tokens at the market each week. With the Produce Perks again this year, we look forward to expanding our shopper base through the summer.

The College Hill Farm Market Facebook Page is a great way to reach over 200 of our most engaged shoppers. Please get a Facebook page for your business if you do not have one. Feel free to post pictures and short post about what you are going to bring to the market each week. If you cannot be at the market, you need to post on our Facebook page to inform the market manager and your customers about your absence.

Please read the market procedures in the document below and then complete our online application at <http://www.CollegeHillFarmMarket.org>. We will respond to your application as quickly as our volunteers can get back to you. We are seeking a good mix of vendors to offer our shoppers the best variety possible and would welcome any suggestions you would have in expanding our market.

Vendors who commit to the season will get first choice of vendor spaces and will be highlighted on our website and in other marketing materials. Please call Diana at (513) 225-7368 if you have questions about our market.

The College Hill Farm Market
Board of Directors



Welcome 2017 potential Farm Market Vendor,

We are very glad that you are considering applying to become a vendor with us this season. **Please read our Farm market procedures and regulations before completing your application.** We are striving to have a strong mix of vendors to expand our customer base, we welcome your application. Our farm Market Management Team only meets once a month. We will respond to your application within a week after the team has met April 1st to consider the first round of applicants.

Thank you for your interest in our market!

2017 College Hill Farm Market Procedures

- 1. Booth size:** The spaces are one and a half parking spaces (15 feet x 15 feet). You are expected to park behind your booth space. In June, July and August, you will need a canopy for shade and you must have overhead protection to do food sampling. Your canopy must be weighted (for example, milk jugs with sand) due to liability insurance.
- 2. Food Sampling:** offering food samples is a great way to introduce new products and bring shoppers to your booth. The market team will schedule some food demonstrations at the market. Food safety is very important.
- 3. Schedule:** We hope you can commit to the whole season and plan on being at the market every week. You will have much more consistent sales with consistent attendance. Set up begins each week at 2:15 and tear down may not begin before 6:15 without informing the management team. If you are unable to attend a market, we ask you to post a message to the College Hill Farm Market Facebook page at least 24 hours before the market.
- 4. Fees:** Our vendor fees are \$15 a week if you pay each week. If you pay for the entire season by June 2nd, it will cost only \$11 a week or \$242 for the 22 weeks. Another option is to pay just \$12.50 a week for the 16 high season markets (May 19th-September 1) for \$200 and pay the weekly rate if you continue to come after September 1st.

Checks made out to the College Hill Farm Market and can be sent or given to our treasurer at the June 3rd meeting.. **You will save money by paying for the season and seasonal vendors will be featured on our website and in all our marketing materials.** Our treasurer will collect fees for those who pay weekly at the market.

- 5. Licenses/Permits:** Vendors are required to obtain any permits needed to sell products at a farmer's market and must furnish proof of licenses and permits were required to the market team before or on the first Market Day. The new Cottage Food Regulations allow 16 categories of home produced foods without a Licensed Commercial Kitchen: http://www.agri.ohio.gov/divs/FoodSafety/docs/Cottage_Food_Rules_Final6-09.pdf

6. **Signage:** Each booth must have a sign with the business name prominently displayed. This helps you build customer loyalty and identity for your business.

7. **Local Food Goal:** Our goal is to support local farmers and producers and to bring healthy fresh food into our economically diverse community, which has no grocery store. *At least 50% of the products, (produce, local artisan foods or cottage industry products) that a vendor brings must be local (grown or produced within 100 miles of the market) in order to be eligible to be a vendor at the College Hill Farm Market. Food sold at the market must be labeled to meet state and local health regulations. **Produce that you grow does not have to be labeled. However, any produce you bring from other producers must be clearly labeled as to its origin.*** We encourage organic produce and products where possible.

8. **Farming Practices:** We appreciate your providing us information on your farming practices (see CORV Guide for definitions at: <http://www.eatlocalcorv.org/>). Many of our customers come to the farm market because they want to know where their food comes from. The more information you can provide them about your farming practices, the more your customers will choose you over the conventional grocery store.

9. **Insurance:** All vendors must have proof of their own liability insurance, which can be an *endorsement on your homeowner's policy*. Vendors who need liability insurance can get assistance and a special price from a provider sourced by the Farmers' Market Management Network. (See Insurance-Tip-Sheet at <http://fmmn.org/resources/vendor-insurance/>) Please submit a copy of your insurance at the first market meeting)

10. **Electricity:** There is 20 amp electric service. You must bring a heavy-duty extension chord to connect to the service. Be sure to mark that you need electricity on your vendor application so that we can place you near the electric source.

11. **Product List: Please provide us with a list of products that you are planning on selling at your booth during this season.** For Produce, include type and variety. A target date when it might be brought to market would be very helpful and will assist us in marketing your products on our website and Facebook page.

12. **Disputes:** Vendors are encouraged to discuss any/all Market concerns and disagreements with our Management team outside the Market by phone or email. Vendors may not attempt to settle disagreements with each other on Market grounds. Vendors who fail to comply with the Market rules, will be asked to leave.

13. **Craft vendors:** Must sell items wholly made by the vendor, no reselling is permitted. The College Hill Farm Market reserves the right to limit the number of craft vendors at any market.

14. **Credit Cards/Electronic Transfer Benefits:** Our market takes Credit Cards and Electronic Benefits Transfer (EBT) payments. Shoppers using Credit cards or EBT card must come to the Farm Market table, swipe their card and then they will be given tokens. Vendors can only take EBT tokens for eligible items (see list at <http://www.fns.usda.gov/snap/eligible-food-items>). Produce perks tokens are only for produce and plants that grow food. Credit card tokens may be used for any purchase. Vendors will turn in their tokens at the end each market and will be given a receipt. Once a month, vendors will be reimbursed by check for their EBT/credit card sales.

15. **Produce Perks:** College Hill Farm Market is eligible for Produce Perks. EBT shoppers will have the first \$10 of each swipe matched in tokens which can be spent only on fresh fruits and vegetables. These tokens will also be turned in at the end of each market and vendors will be reimbursed once a month for their Produce Perks sales.

16. **Donations for musicians:** We try to have some music and events at the market. We cannot pay our musicians, so we do collect items from each food vendor for the musicians. We hope that most weeks you will donate something to the musicians when the volunteer comes to your booth.

17. **Advertising materials:** You may post each week before the market on our Facebook page <https://www.facebook.com/groups/69791386959/> Please email us pictures, a description of your business, links to your website or Facebook page and any other publicity materials you have. We will use these materials to advertise the market via our College Hill eNewsletter. (to 1500 subscribers) Facebook, our website, twitter and newspapers and other marketing initiatives. **Please list the College Hill Farm Market on your materials and links to our website to your online advertising.**

We look forward to working with you this season. Please feel free to address any of your questions or concerns to the members of our farm market team who volunteer each week at our market. We usually are wearing our market tee shirts or are sitting at the market table.

*The College Hill Farm Market
Board of Directors*