

THE CHAPEL HILL-CARRBORO FARMERS' MARKETS, INC. MEMBERSHIP APPLICATION

Thank you for your interest in becoming a member of the Chapel Hill-Carrboro Farmers' Markets, Inc. We are now accepting vendor applications for the 2010 season for our Wednesday Carrboro Market, 3:30-6:30 pm and our Southern Village Market, Thursdays 3:30-6:30 pm. Depending on space, we may or may not accept directly into our Saturday Market this year. We have adopted the following procedures to make the application process as fair and simple as possible.

Please read carefully and follow the steps below:

1. Please read the Rules of the Market. If you are applying for craft vendor status, you must also read the Guidelines for Non Farm Crafts, however we encourage all applicants to read the craft guidelines due to the importance of value added farm products to our Market.
2. Please fill out the application form completely. Forms not filled out completely will not be considered.
3. Submit your application by **Jan. 31st with a \$20 non-refundable application fee and a self addressed stamped business size envelope to:**

The Carrboro and Southern Village Farmers' Markets
P.O. Box 723
Carrboro, NC 27510

Applications received after the Jan. 31st deadline will not be considered nor will they be retained for future openings. We do not maintain a waiting list. You will be notified by mail, using the envelope you include with your application, regarding acceptance or rejection of your application.

Review Time Line: **the Market only reviews applications for new vendors once a year.**

1st week of February: The Board of Directors and Staff review applications received by the deadline. Letters of acceptance (pending a farm inspection) or rejection are sent out.

Sometime in February: Farm or business inspection by market representatives.

1st week in March: Board of Directors meets to formally accept or reject applications based on inspection reports.

2nd Wed. in March: Newly accepted Saturday vendors may begin selling at the Carrboro Market.

2nd Wed. in April: Newly accepted Wednesday vendors may begin selling at the Carrboro Market.

1st Thur. in May: Newly accepted vendors may begin selling at the Southern Village Market

Farm or Business Name _____

Names of owners (a farm unit is defined as one business) _____

Mailing Address _____

Telephone Number (area code) _____

E-mail address _____

Address of production location (if different from above) _____

Please mark which Market you are applying for:

Wednesday Carrboro Market, 3:30 – 6:30 pm [All categories, limited spaces]

Thursday Southern Village Market, 3:30 – 6:30 pm [All categories, unlimited spaces]

If you were not accepted for the Market you choose, would you be willing to sell at the other market?

Yes

No

Product Categories

This is where you let us know what you intend to sell at Market. Please estimate, by category, the percentage of total sales each category represents (total to equal 100%.) For each category that applies to your sales, circle the general types of products that you intend to sell at Market and list individual products as well.

Category 1 estimated % of sales _____

Raw or minimally processed farm products

Raw Vegetables and fruits:

Eggs:

Honey:

Herbs:

Bedding Plants:

Landscape Plants:

Cut flowers:

Other:

Category 2 estimated % of sales _____

Processed Foods that require a NCDA (North Carolina Department of Agriculture) kitchen inspection. If ingredients used in the products below are harvested from your farm, please indicate which ones.

Baked goods:

1. How long have you produced the items you want to sell?

2. In reviewing your application would you be willing to bring us a sample of your work?

3. What makes your baked goods/prepared food different from what already exists at our market?

4. Do you plan on using any local ingredients? If so, give us a few examples.

5. Have you ever worked in a profession kitchen?
If so, list the last three places and position.

6. Would you have prepared food products all year long? If so, please list examples of items you might sell in the spring, summer, fall, and winter if applicable.

Jams, Jellies, Preserves:

Vinegars:

Juices, Coffee, Tea:

Category 3 estimated % of sales _____

These are products that require more stringent inspections, regulation, and usually refrigeration.

Acidified foods like pickles and relishes (these require the FDA short course certification):

Cheese and other dairy products:

Meat (requires a meat handler's license obtained from NCDA Division of Meat and Poultry):

Fish:

Category 4 estimated % of sales _____

Crafts Note: If you are applying for craft vendor status you must also read the Guidelines for Non Farm crafts (found below.) All craft/artisan applications must include 4 photographs or slides showing a representation of the items to be sold.

Farm Crafts: produced predominately from materials grown or harvested by craft person

Non-Farm Crafts: made with products not grown or harvested by craft person

New Vendor Background Information Questions must be answered on a separate sheet of paper. Please be as descriptive as possible when answering the below questions so that we can better evaluate your application.

1. How long have you been farming?

2. How much area do you have in production?

3. How long have you been producing these products?

4. How do you currently market your products?

5. Do you sell at other Farmers' Markets in the area? Which ones and for how long?
6. What percentage do the different types of markets comprise?
7. Have you ever been to either the Saturday or Wednesday Carrboro or the Thursday Southern Village Markets?
8. How does the Chapel Hill-Carrboro Markets, Inc. fit into your marketing plans?
9. Is there anything else you want us to know about your products, experiences, or plans? Do you have a business plan, planting schedule, equipment list, etc?
10. Do you have a farm stand at your farm? Do you buy and resell any products at other locations?

How many weeks do you plan to sell at the Carrboro and/or Southern Village Farmers' Market? The 2010 operating dates are as follows: Wed. market: April 14-Oct. 20, 3:30-6:30 pm; Southern Village: May 6-Aug. 26, 3:30-6:30 pm. Indicate dates and/or Spring, Summer, Fall.

Please give directions to your farm or business from the nearest highway or major road, or draw a map.

I acknowledge that I have been provided with a copy of the "Rules of the of the Chapel Hill-Carrboro Farmers' Markets" and that I will abide by these rules. I also understand my membership will be terminated for violation of the "Rules" as stated in Section 10 of the By-Laws. I further agree to allow representatives of the Chapel Hill-Carrboro Farmers' Market, Inc. to visit the premises where the products I intend to sell are produced.

SIGNATURE

DATE

APPLICANTS: DO NOT WRITE BELOW THIS LINE

Application received by _____ Date _____

Site visit made by _____ Date _____

Application updated 12/31/06

RULES OF THE CHAPEL HILL-CARRBORO FARMERS' MARKET, INC.

- 1) Sellers must reside and produce the items they sell within a 50-mile radius of Chapel Hill or Carrboro and in the State of North Carolina.
- 2) Sellers must be the original producer of all items being sold. No buying and reselling of produce or other products are allowed.

A seller may lease land for crop production; however if that land has an established crop on it at the time of the origin of the lease, the seller must perform all operations necessary to manage that crop for at least one full season prior to the season in which the fruits of that crop are harvested for sale at the market. Documentation of the lease may be required.

A seller who purchases land with an established perennial crop on it may harvest and sell that crop in the year of purchase.
- 3) The seller's farm or business must be visited by representatives of the Chapel Hill- Carrboro Farmers' Market, Inc. before his/her application will be considered for approval.
- 4) Sellers must pay a \$50.00 annual membership fee. This fee must be paid at the first market attended each season. Only one annual membership fee is required no matter how many markets a seller attends.
- 5) Sellers must pay a daily selling fee of \$14.00 for one space, \$35.00 for two spaces, and \$70.00 for three spaces. The daily selling fee at the Wednesday Market in Carrboro and at the Thursday Southern Village Market is \$7.00.

Any seller who reserves more than one space must pay for and occupy all reserved spaces at least 27 weeks, or lose the right to reserve more than one space the following year.
- 6) Sellers who have attended a market for 17 weeks or more during the previous year may reserve a regular selling space for the season at that market, as space permits. Sellers who have attended 27 or more weeks may reserve 2 spaces as space permits. No multiple spaces are allowed at the Wednesday or Southern Village markets.
- 7) A seller must occupy a reserved space at the Saturday market by the first Saturday in May or loose the right to reserve that space for the remainder of the season unless he/she notifies the manager before the first Saturday in May of intent to begin selling at a later date. All exceptions are to be at the manager's discretion.
- 8) Reserved spaces will be held until 6:45 A.M. on Saturdays and until 3:30 P.M. on Wednesdays and Thursdays.
- 9) The market will operate from 7:00 A.M. to 12:00 NOON on Saturdays March-October and 8:00 AM to Noon on Saturdays in November and December, 3:30 to 6:30 P.M. on Wednesdays, and 4:00 - 7:00 PM Thursdays. No selling spaces may be occupied before 2:45 P.M. and no sales may occur before 3:30 on Wednesday. At Southern Village, no vendor may occupy a space before 3:00.
- 10) Sellers should not move their vehicles in or out of the market area during times when such movement would pose a danger to people in the shopping area. Vendors may not leave prior to one half hour before closing time. They may lose attendance credit for the day; all exceptions are to be at the manager's discretion.
- 11) Each seller is responsible for cleaning up the area around his/her selling space.
- 12) Prices must be posted for all items sold.
- 13) Products, which can be sold, include:
 - a. Any vegetable grown by the seller from seeds, sets, or seedlings.
 - b. Any fruits, nuts or berries grown by the seller from trees, bushes, or vines on the seller's farm.
 - c. Any plant grown by the seller from seed, seedling, transplant or cutting.
 - d. Bulbs propagated by the seller.
 - e. Eggs produced by the seller's poultry.
 - f. Honey produced by the seller's bees.
 - g. Fresh (not frozen) baked goods made by the seller. All baked goods must be wrapped.
 - h. Preserves, relishes, jams, jellies, etc., made by the seller. No "low-acid" canned foods such as green beans, corn, peas, carrots, etc. may be sold. High Acid or Acidified foods (pickles, tomato products, etc.) may be sold if the seller has passed the FDA certification course. A copy of their certification must be on file with the market manager.
 - i. Fresh cut or dried flowers grown by the seller.
 - j. Firewood cut by the seller.
 - k. Compost produced and bagged by the seller. No topsoil or un-bagged compost may be sold.
 - l. Fish, meat, and cheese from animals raised on the vendor's premises.
- 14) All produce must be of top quality, to be determined by the market manager.
- 15) All prepared food items, meat, fish, and cheese sold must meet state and local health regulations including the inspection of the prepared foods seller's kitchens by NCDA health inspectors and labeling in compliance with the regulations. Sellers must have a copy of their inspection form on file with the market manager, as well as with them when selling at market. No water or ice that comes into contact with meat or fish may be deposited or allowed to drain onto the market premises.
- 16) All items sold as organic must meet the requirements of the National Organic Program. Sellers of organic items must have a copy of their certification on file with the market manager as well as with them when selling at market. Only certified organic growers may display signs using the word organic.
- 17) No animals may be sold or given away at the market.
- 18) Non-farm crafts produced by the seller may be sold at the Carrboro Market. All crafts must be approved by the crafts committee.
- 19) Active members of the CFM may sell books that they have originally written that relate directly to the actual product sold at the Market, or describing the work and life of the seller as it relates to their market activities. Photographs may be included that relate to the seller's life and work. All books must be approved by the Board of Directors prior to sale

Chapel Hill-Carrboro Farmers' Market Guidelines for Non Farm Crafts

The following guidelines are set forth for the purpose of jurying *non-farm* crafts in order to determine whether the proposed craft is eligible to be sold at markets operated by Chapel Hill-Carrboro Farmers' Markets, Inc. All *non-farm* crafts must be juried by the Crafts Committee prior to being sold at any market operated by Chapel Hill-Carrboro Farmers' Markets, Inc. The Crafts Committee recommends to the Board of Directors of the Chapel Hill-Carrboro Farmers' Markets, Inc. whether or not the proposed craft is eligible to be sold at the market. The Board of Directors has the final determination as to whether or not a craft item can be displayed and sold.

Crafts, for the purpose of the Chapel Hill-Carrboro Farmers' Markets, Inc., shall be determined to be: **an item which an observer of the craft can appreciate the technique and execution of the employment of manual skill in the craft's production.**

Non-farm crafts are produced from materials not grown or harvested by the crafts person.

Farm crafts are value added farm products produced predominately from materials grown or harvested by the crafts person. These crafts do not have to be juried by the Crafts Committee but do have to pass all other farm inspections.

The Crafts Committee will be composed of five current crafts vendors. All recommendations to the Board of Directors by this committee will be by majority vote.

Any new *non-farm* craft item proposed to be sold at The Farmers' Market must be reviewed by the Crafts Committee and approved by the Board of Directors. New *non-farm* crafts applicants must submit applications for review by the Crafts Committee at least one month before the next jurying date. These forms should be given to the market manager.

The Crafts Committee will only jury items the last Saturday of every month if prior request is made. Potential craft vendors will not be present at the jurying to insure open and frank discussion. The Crafts Committee will render its collective decision in writing using the Crafts Jurying Worksheet to the Market manager on the next market day. The Market manager will then poll the Board of Directors for their consensus prior to informing the potential craft vendor.

Members of the Market classed as farmers may sell non-farm crafts. These crafts must meet all guidelines contained herein, be reviewed by the Crafts Committee and be approved by the Board of Directors. To retain farmer classification more than 50% of the vendor's display must be farm products for 17 weeks or more each year, this determination to be made by the Market manager.

Specific Criteria

1. All crafts must be hand crafted by the vendor or a member of the vendors farm or craft unit.
2. Crafts must be the product of a home or cottage type industry using an intermediate type technology rather than an industrial type production. To be considered "hand crafted", the item must show evidence of manual skills obtainable only through a significant period of experience and dedication.

Examples of unacceptable items would be, but not limited to: tracings of paint by number, photographs, postcards, prints, printed materials, ceramics or pottery from commercial molds, wood carvings using duplicating machines, kits in any form, and any other items which clearly do not reflect originality of design.

3. The value of purchased raw materials shall not exceed 30% of the selling price.
4. No mechanical, optical, digital, or electronic reproductions will be allowed.
5. All crafts must be of excellent workmanship both in quality and design.
6. All crafts vendors must comply with and abide by all Rules and By-Laws used to govern the Chapel Hill-Carrboro Farmers' Markets, Inc.
7. The Market manager has the discretion to immediately remove any craft item that he/she considers objectionable. The Board of Directors must review the manager's decision within 30 days and make an official ruling on the matter.