



Information & Vendor Guidelines
Thursdays, 3:30pm to 7:00pm
May 17 through October 18, 2012
Monticello Public Library Parking Lot

The Monticello Farmers' Market strives to unite and support local farmers, growers & producers by providing a centrally located affordable venue to sell their goods and educate consumers about the benefits of buying fresh, locally grown and produced goods.

APPLICATION AND FEES

- Vendors wishing to participate in the Monticello Farmers' Market must complete a Vendor Application & return it with the vendor fee, paid in full, to the Monticello Community Center, Attention: Sara Cahill.
 - The Monticello Farmers' Market Steering Committee must approve all vendor applications before a vendor will be allowed to participate in the market.
 - The Farmers' Market Steering Committee may decide to accept or reject any application in the best interest of the Monticello Farmers' Market.
 - The following criteria will be considered when approving vendor applications:
 - Vendors must grow or produce goods within a 25 mile radius of the Monticello Farmers' Market
 - Date Vendor Application is received
 - Items being offered for sale (refer to 'Permitted Market Items' section)
 - Payment of the Vendor Fee
 - Previous participation in Monticello Farmers' Markets
 - Criteria exceptions can be made at the market manager and Steering Committee's discretion.
 - Booths are 10 feet wide and accommodate a 10'x10' canopy. Booths allowing for vehicle parking are \$100 each and booths without the option of using a vehicle for storage are \$75 each. Rates include tax and apply for the 2012 Market season. Vendors do have the option to purchase 2 booths, upon availability.
- Vehicle booths are limited and will be assigned as applications are received. Prior Monticello Farmers' Market vendors will be given first consideration for vehicle booths.
- No reimbursement will be made for fees paid if a vendor decides to no longer participate at the Market.

VENDOR BOOTH SPACE

Market management has full authority to assign vendor booth space. Vendors must operate and set-up within the confines of their booth. The use of canopies, awnings and sun-umbrellas are encouraged. A permit will be provided to each vendor and must be visible in the booth at all times. Booth space is not transferable. Requests for particular sites will be given consideration but management reserves the right to assign and locate all vendors.

- Vehicle booths** provide enough space for vendors to park one vehicle and place a canopy behind the vehicle. Vehicles may be utilized as a dispensing area or storage for Market goods. Space will not be available for trailers unless the trailer unhitched and used in place of the vehicle. For safety, vehicles must be in their designated booth by 3:15pm, no exceptions. If a vehicle vendor arrives after 3:15pm they will need to park outside the market and walk merchandise and supplies to and from their booth.
- Non-vehicle booths** require vendors to work without a vehicle for storage. Products can be unloaded from a vehicle and parking spaces will be reserved across the grass median for vendors to unload. Vehicles must be moved to the community center or designated street parking by 3:30pm.
- Each vendor is responsible for providing and removing any and all equipment and supplies he or she requires to do business on the Market site. This includes signs, tables, chairs, products and equipment utilized for clean-up purposes.

HOURS OF OPERATION

The Market shall operate every Thursday from 3:30pm to 7:00pm beginning May 17, 2012 and ending October 18, 2012. A 6:30pm closing time will occur in October due limited hours of daylight. Vendor booths must be occupied during the entire Market time period and season. All vendors must remain at the Market site until the 7:00pm closing, and must vacate the Market site by 8:00 pm. The Market will begin at exactly 3:30pm on Market days, no presales are allowed. Vendors who sell before the market start time or leave the market early may be subject to a \$10 fine and/or prohibited from selling at the discretion of the market manager.

CANCELLATION/SEVERE WEATHER POLICY

The Monticello Farmers Market will operate in rain, shine, or snow. Market hours may be adjusted if threatening weather is imminent. If a vendor feels threatened by weather they may decide not to attend or leave the market early without penalty. Vendors making a decision not to attend due to weather or any other circumstances should call or email the market manager by 2:00pm the day of the market at (763) 271-7124 or sara.cahill@ci.monticello.mn.us. If a vendor does not call by 2:00 after the 2nd un-notified absence they will lose their booth location and be reassigned for the remaining days of the market.

SCHEDULE

Vendors should indicate attendance on the market application. Dates indicated as an absence may be filled (at the market manager's discretion) with a partial season vendor or a community booth. A vendor may edit their attendance throughout the season by contacting the market manager.

PARTIAL SEASON VENDORS

Space permitting, the market manager, with the council of the Steering Committee, may accept a new vendor on a partial season basis. The vendor must offer a product unique to the market and abide by the market guidelines. Partial season booth space cost is \$30 for the first week and \$10 for each additional week. Partial season booth spaces may not be in the same location each week. Partial season vendors should contact the market manager prior to filling out an application.

SET-UP, CLEAN-UP AND BREAKDOWN

Set-up starts at 2:15pm and must be completed by 3:30pm on Market days. A Market Manager will be at the Market location at 2:15pm to check-in vendors and assist vendors with any questions. **Vendors may not set up before 2:15pm, unless a staff person is present.** Vehicles may not be moved in the market area between 3:15pm and 7:10pm. If a vendor arrives after 3:15pm they must park in an adjacent area and walk merchandise and supplies into their booth. Vendors are responsible for removing all garbage from their booth area. Booths are to be left in the same condition as when rented. Breakdown starts at 7:00pm and must be completed, and stalls vacated, by 8:00pm. A \$50 per day fee will be assessed to any vendor that leaves any debris or trash in their booth or in the market area.

DISPLAYS & SIGNS

All signs must remain within the allotted vendor's booth space and must not block traffic or pedestrian ingress or egress, or interfere with other vendors' display or views.

Vendors may not sell any items not approved or not shown on their application. Market staff has the right to ask vendors to remove products. Vendors are responsible for providing all tables, canopies, and other items needed for their display. Tents and canopies must be weighted down and fit within the assigned booth. The use of generators will be considered on a case by case basis. No stakes may be pounded into the parking lot surface. No electricity or water is provided. All displays must be neat and tasteful. All Market vendors should represent themselves in an appropriate manner, dress, and state of cleanliness. Shirts and shoes must be worn. No soliciting or political or religious activities shall be permitted within the Market area. Displays of public interest, such as nutritional, health or consumer information, may be displayed with the permission of the Market Manager.

PERMITTED MARKET ITEMS

All products must be grown and/or produced by the vendor. Vendor grown fresh fruits, vegetables, herbs, spices, flowers, bedding plants, hanging and potted plants, cut flowers, dried flowers and other non-commercial food items grown by the vendor may be sold. Vendor produced items such as cheese, meats, fish, poultry, eggs, baked goods, canned goods, honey, maple syrup, & preserves, if prepared, packaged and labeled in accordance with rules established by the Minnesota Department of Agriculture. Craft vendors may be considered if the products are handmade by the vendor using his or her own skill, artistry & training to produce a new, unique & original product. The Market Manager will resolve any doubt as to the suitability of an item. Produce sold as Certified Organic must have originated from an organic grown Certified Farm. Farmers/growers that are not Certified Organic may advertise or sell products as "Chemical Free" if they practice chemical free farming. All items should be sold by bulk, bundle, or individual item. Items sold by weight units of measure require a Minnesota State Certified Scale. Market staff reserves the right to inspect crops and production areas at any time before or during the market season. Products must be listed on the vendor's application and any changes (additional products) must be approved by the market manager prior to selling at the market.

PARTNERSHIPS

Vendors may partner together at one booth if desired. Partnerships may benefit vendors with seasonal items who do not have enough product to operate their own booth throughout the season. The partnership fee, per vendor, is \$75 in addition to the initial booth fee. Partners, or a qualified representative of their operation/business, must be at the market to represent their product. Partnership booths must stay within the confines of the allocated booth space and follow all other market guidelines.

MISCELLANEOUS

Vendors are responsible for collecting and remitting their own sales tax. Vendors are responsible for all permits required by the Minnesota Department of Agriculture or Wright County to sell their products. The sale or consumption of alcoholic beverages on the Market site is prohibited. Drugs, smoking, tobacco use and pets are prohibited at the Market. All rules may be revised by the decision of the Market Manager. Farmers Market Nutrition Program vendors must display appropriate signage provided by FMNP.

ENFORCEMENT OF RULES

The Market Manager is responsible for enforcing the Market rules. Possible violations will be discussed and resolution attempted. Vendors selling prohibited items will be asked to remove those items from sale or leave the Market. Unresolved problems will be referred to the Farmers' Market Steering Committee. Continued violations will result in being banned from the Market with no reimbursement of fees paid. Any vendor challenging another vendor's product's legitimacy or conduct must file a written complaint with the Market Manager, giving the name of the vendor and the product or situation they feel may not be in compliance with Market policies. The complainant must date and sign their name to the complaint and the Market Manager will attempt resolution. If resolution is not possible, the complaint will be referred to the Farmers' Market Steering Committee.

INSURANCE

Vendors should carry their own individual product liability insurance for products sold. The City of Monticello does not provide this coverage for Vendors. The City of Monticello and the Monticello Community Center are not liable for any injury, theft, or damage to either the buyer or seller, or their property, arising out of or pertaining to the preparation for or participation in the Monticello Farmers' Market, whether such injury, theft, or damage occurs prior, during or after the Farmers' Market. The seller further agrees to indemnify and hold the City of Monticello and the Monticello Community Center harmless for and against any claims for such injury, theft, or damage.