



Green Market
AT PIEDMONT PARK

Vendor Handbook 2012

General Requirements for all Business Categories

- Market management reserves the right to deny a vendor's application, to prohibit anyone from selling at the market, or to prohibit any product from being sold at the market
- All vendors must complete and sign a Green market Vendor application yearly.
 - All vendors, returning or new, must submit an application fee with their applications
 - Vendors are required to submit a complete list of all products they wish to sell with their applications and receive preapproval from market manager before selling any product. If a vendor wishes to add product to their original list, they must submit additions to the market manager in writing for approval a minimum of one week before they wish to sell the product. Processed items require a jury sample before their acceptance, and market manager will set up a drop off date and time once application has been reviewed first.
 - All vendors must provide Green Market management with copies of all relevant documents (liability insurance, organic certifications, Certified Naturally Grown, Candler's licenses, certified kitchen licenses, etc.) with their applications. Copies are to be available in vendor booths. Vendors must be aware of what licenses and certificates are required for their product.
- Product jury or Farm Visit
 - Vendors interested in selling processed products are required to submit products for evaluation by market manager as part of the application process. Manager will contact potential vendors once their application is reviewed and preliminarily accepted to set a time for product jury.
 - All farms are subject to a farm visit by market management to verify their activity and farming practices.
- Orientation Meeting: All new vendors are required to attend a vendor orientation meeting or a scheduled site visit prior to attending the market.
- Insurance Requirement. Piedmont Park Conservancy is not responsible for any loss or damage incurred by vendors. Liability insurance is required by all vendors (price is up to vendors). A copy of the certificate of insurance must be provided upon notification of acceptance prior to attending the market.
- Business License and all proper Dept of Health or Dept of Agriculture licenses is required for all Vendors and a copy must be presented with application yearly. (specific license depends on the vendor category)

Specific Product Rules

- **Meat and Dairy Products.** All meat and dairy products must be labeled as processed food products in accordance with the FDA requirements for processed food products.
- **Value Added and Hot Prepared Concession Vendors products.**
 - Provide Market Management a sample of all products packaged and labeled as they will be sold at the market. Market management will evaluate the products before approval for sale in the market.
 - List all products to be sold at the market on the application.
 - List all sources of ingredients in the products to be sold at the market. Preference will be given to vendors that use 20% or more of raw ingredients that are grown locally. A discount is also available for those vendors.
 - Packaged processed foods must be labeled with the following information: name of product, net weight, ingredients in descending order by weight and name and address of the producer or distributor.
 - If a vendor would like to introduce a new product into his or her mix, she/he must have the new product juried a minimum of one week before selling it at the market.
 - A limited number of hot food concessions and value-added food vendors will be allowed
 - Local defined as;
 - Sourcing of raw ingredients from market vendors (farmers)
 - Raw ingredients grown and sourced from local farmers with in 300 miles
- **Product additions.** Vendors wishing to add products to their application mid-season should submit a written request for approval at least one week prior to when they wish to sell it. Products may be denied entry and are up to management discretion.
- **Reusable Shopping Bags.** Reusable shopping bags are permitted so long as they are priced under \$5 dollars and intended to reduce the amount of plastic shopping bags used by customers. Shopping bags must be sturdy and of good quality. Display of bags shall be minimal.
- Vendors are encouraged to **use environmentally responsible** and sustainable methods of production and packaging
- Vendors should provide clear, written information about production methods. This information must be available to any consumer who requests it.
- Customer queries regarding farming practices should be answered factually and knowledgeably.
- To allow for customer parking, vendors should park at least three blocks away from the market site, or at the parking site designated for vendors.
- Vendors should off-load their packaged products and supplies in their space, park their vehicles, and then return to unpack their products and set the booth space. The reverse should be done for load out. This will reduce traffic jams in the market area.

Specific Vendor Rules

- **Compliance with health, safety, and related laws:** Vendors and their employees are responsible for informing themselves about and complying with federal, state, and local health regulations and licensing requirements governing the production, display, distribution, sampling, and sale of their products. Vendors providing samples of their products must comply with the rules governing market sanitation and healthy issues.

- **Permits and licenses:** Vendors shall provide Green Market Management with copies of any permits and licenses applicable to the sale of their products. Some examples are organic certification, scales, meat seller licensees, and licensed kitchens for processed foods.
- **Uncertified claims:** Written and verbal declarations regarding pesticide or chemical use which cannot be certified such as unsprayed, no spray, and pesticide-free will need a written statement, submitted with the vendor application, attesting how these procedures are followed. Signage making such claims will not be allowed. Vendors are required to produce the written statement about production methods for any consumer who requests it and should have copies of the statement available in his/her stall.
- **Vendor identification:** Each booth space must prominently display a sign clearly identifying the farm or business by name and the location of the farm or business. All descriptions of products must be accurate and truthful.
- **Certified Organic and Certified Naturally Grown Vendors**
 - Vendors must provide Green Market Management with copies of their certification
 - Vendors should post their certification in their stalls if vendor claims organic or naturally grown product.
- **On site sales personnel:** Family member or verifiable employees paid hourly, on commission, or by salary may sell vendor's products at the market. If employees are used, the Market may request contact information. Vendors are responsible for making sure that all persons working at their booths are familiar with and adhere to all market rules, regulation, and guidelines. On-site sales personnel do not set the price, nor retain ownership of the product.
- **Electricity:** All electrical equipment must be pre-approved by Market management. Vendors requiring electrical power are responsible for providing their own outdoor extension cords. Green Market cannot guarantee electricity to its vendors.
- **Conduct and courtesy:** While at the market, vendors are expected to behave courteously to customers, other vendors, market staff, and volunteers, and to conduct themselves professionally at all times. Vendors may not publicly disparage other vendors, products, or markets.
- **Booth equipment:** Vendors must supply their own booths and tables. Booths and tables must not be a hazard to the public or other vendors.
 - Canopies. Vendors with on-premise prepared foods and baked goods are required to have a full canopy covering their booth. An umbrella is satisfactory if it is sufficiently weighted and covers the entire table area.
- **Prices:** All items for sale must be clearly marketed with their retail price. Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board.
- **Clean and safe:** Vendors are responsible for keeping their space clean and attractive during market hours and must clean up their space after the market closes.
- **Space assignment:** The market manager assigns day stall spaces to vendors as they arrive at the market. Vendors with guaranteed stall reservations may occupy their spaces upon arrival. Reserved spaces not occupied 30 minutes prior to opening may be reassigned to another vendor.
- **Operations guidelines:** Vendors are responsible for informing themselves and their staff, and expected to comply with market guidelines.
- **Approval of Selling Privileges:** The Market's approval of selling privileges for a vendor is always for a specified period and never exceeds one market season.
- **Overlap:** Vendors whose products or practices place them in more than one category are subject to all the requirements of both categories.

- The market does not offer exclusive rights to any one vendor to sell any one product. Market customers generally benefit from having a choice. However if Green Market management believes the number of vendors offering the same of similar products is excessive, duplicate products may be denied entry.
- **Reselling:** Buying products from another farmer, wholesaler, store, or other food operation and then selling those products is not permitted at the market, unless the original producer applies separately or market manager give specific permission for a product that is not currently sold at the market by another vendor.
- **On a limited basis:** the market may allow some booths that offer service(s) for cooks, gardeners or non-profits.

Operation Guidelines

Market Manager's (Holly Hollingsworth) Market day cell phone: (404) 201-4142 Call ASAP if you are running late or have an emergency and can't make it to the market.

Unloading and Loading

Unloading and booth set-up is not permitted until 7am unless otherwise scheduled with the market manager.

Vendors who do not have their space assignments should wait until Market Manager gives them the appropriate space number since the market grows and shrinks weekly. If you do not see the market manager please be patient and wait until she is available.

Vendors must stage their products and supplies at their stalls, park their vehicles, and then return to finish setting-up.

For the safety of customers and vendors, vendor vehicles must be removed from the market area by 8:45am for set-up and are not allowed in the market for take-down before 1pm.

Late arrivals will have to load-in from the perimeter of the market.

Vendors are prohibited from driving on the grass or plantings in the park

Vendors are asked to park at least three blocks away from the market site or at the parking site designated for vendors to allow for customer parking in Community Center parking lot. Before vendors drive up their vehicles to load out, booth should be broken down and ready to load out. Vendors may not line up on the streets surrounding the market and block traffic while waiting to drive into the market for loading or unloading. Even if vendors sell everything they bring, booth disassembly is not permitted until the market closes.

Booth Set Up and Display

No boxes or produce displays may extend into the common customer traffic areas beyond 1 foot. Signage including product prices, vendor identification, and organic certification should be clear and visible. Tablecloths are suggested so that vendors can hide any extra product and keep the area neat and clean.

Programs and Special Events (that happen during Green Market hours)

Market programs and special events are the vehicles for enacting Piedmont Park Conservancy's educational goals. We believe if the market is to continue to grow and flourish it is critical to educate consumers on the value of supporting regional agriculture. We annually review and evaluate all our programs in terms of costs and benefits, deleting and adding programs where appropriate. Funding for these activities is raised through sponsors and in-kind donations.

Chef-Demo Aromas and expert advice draw crowds to the market throughout the season for cooking demonstrations. Chef demonstrations take place every Saturday at 11 am - Noon throughout the Green Market Season.

Community Booths Green Market is proud to offer the market as a resource to other community-based nonprofits. Space is held for groups conducting educational outreach related to agriculture, sustainability & preservation of open space. No sales are permitted from community booths. Pre-approval from Green Market management is required.

Preserving classes, YOU CAN! Newly offered in 2011, provides shoppers with an opportunity to stock up on prime produce and extend the harvest well beyond the market season. Learn to Can with Lyn Deardorff canning expert for 30 years! Select dates are available on PPC's website, preregistration is required.

Kids Cooking is a series of cooking classes taught by local experts for children age 3-17. Classes include a market tour and the opportunity to meet the farmers and artisans who produce their food. Classes are intended to encourage children to try new vegetables and fruits for the first time. Select dates are available on PPC's website, preregistration is required.

Pumpkins In the Park is a Halloween harvest celebration including an annual pumpkin carving contest and costume parade for the month of October. Select dates are available on PPC's website.

Gingerbread and Cookies In The Park is a winter holiday event where families come together and decorate a gingerbread house and cookies to take home. Select dates are available on PPC's website.

Cardio Kids a bi-weekly program by The Queen of Hearts Foundation. This fun activity allows kids to run, jump rope, hula-hoop and do agility activities while learning the importance of a healthy life style.

Kids Drop By Tent a bi-weekly event that has a reading corner and environmental education on local foods for kids of all ages.

Tango In The Park is a weekly program for beginners to learn to Tango, held during Green Market hours \$10 per dancer or \$8 per student held in the Community Center big room.

Historical Piedmont Park Tours Learn about the history of Piedmont Park and get a little exercise, by joining us Saturday mornings (April-November) at 11:00 am for a guided walking tour of Piedmont Park. Its free and its fun!

Bird Walks Piedmont Park Conservancy and our partners at the Atlanta Audubon Society (AAS) hold monthly bird walks! All levels of birders are welcome to participate in monthly observation walks that explore the varied habitats of Piedmont Park. Bird walks are generally held the first Saturday of every month.

Musicians. Live music at the market provides enjoyable entertainment creates a festive atmosphere and builds community.

Definitions

- **A vendor** is an owner/operator of a business entity approved to sell at the market, by market management.
- **Farmer** is a person actively involved and invested in the planting, growing, and harvesting of agricultural product on owned, rented, leased, or share-cropped land.
- **Value Added Processor** is a person actively involved and invested in the processing of product sold at the market. A processor may sell processed farm foods (cheese), value-added processed foods (pickles). Value Added Processors must provide Green Market Management with all applicable copies of licenses as appropriate to their product. Vendors are responsible for knowing and acquiring all necessary licenses.
- **Bakery** is a person who bakes breads, pastries, and desserts or makes chocolates for sale at the market.
- **Prepared Food Vendor** is a vendor who sells food that is freshly made and available for immediate consumption on-site. Vendors are responsible for knowing and acquiring all necessary licenses.
- **Product Representative** is a vendor category defined as either:
 - An individual who does not grow, raise, process, or gather the produce himself or herself
 - An individual who produces and sells items comprised mainly of non-local ingredients
 - This type of vendor sells particular types of products not otherwise available at the market and is only admitted to sell on occasion. Items, which directly compete with regular market vendors' products, are not allowed. Product representatives' products must meet criteria and align with the mission of the market.
- **Ingredient Sourcing**
 - Grown by processor
 - Sourced from Green Market Vendors
 - Product available locally should be sourced locally and directly from their producers.
- **Production and Distribution**
 - Value added products must be made by the vendor; if not then both parties need to fill out appropriate applications
 - Product that is distributed nationally will be accepted on as needed basis only.
- **Market Needs**
 - Product complements Green market mission demonstrates our direct producer to consumer values and reflects seasonal availability of products
 - Market products balance and space availability
- **Artisan Quality**
 - Unique and handmade of the highest quality
- **Labeling /Packing**
 - Legal Requirements (contact info, ingredients etc.)
 - Low environmental impact
 - Aesthetics (does not resemble commercial-style packaging)

Definitions of Product Categories

- **Farm Products** are grown or raised by the Farmer upon land that she/he controls through ownership, lease, rental, or other legal agreement. These products are fresh fruits and vegetables, nuts, honey, eggs, herbs, meat and dairy products
- **Processed farm products** are farm products made from raw ingredients, which are grown and produced by the farmer. These products include all farm products that must in some way be processed including cheese, dairy, meats, dried fruits and vegetables, juices, jam, or

other processed agricultural livestock food products. Some processed farm products are not processed by the farmer but are processed products which the vendor made from raw ingredients purchased from a local farmer which have been cooked, canned, dried, baked, preserved, or else significantly treated.

- **Value-added foods** are processed products that the vendor made from raw ingredients which have been cooked, canned, dried, baked, preserved, including artisan baked goods, spreads, and condiments.
- **Prepared Food** is freshly made foods available for sale and immediate consumption on-site.
- **Plant Producer** are grown or raised by the farmer or Nurseryman on land that she/he controls through ownership, lease, rental, or other legal agreement. Nursery products are fresh cut or potted flowers, bedding plants, seeds, perennials, annuals, trees, or shrubs that are propagated from seed, cutting, bulbs, plugs, or plant divisions. Dried flowers and wreaths may be sold at market and must be made by materials grown or gathered by the Vendor.
- **Processed non-food agricultural products** are agricultural by-products of products that the vendor has grown/produced that are not edible, have been altered from their raw state, and are handcrafted or processed at the farm by the vendor. These agricultural by-products may be allowed when the vendor also sells the associated agricultural food product from which these by-products are derived (example a honey vendor may sell a beeswax candle; a milk vendor may sell a milk-soap)

Fee Structure

Farmers/ plant producers	\$Free	
Processed and prepared foods	\$30	sourced within 200 miles= \$20
Bath and Body	\$30	sourced within 200 miles= \$20
Arts and Crafts	\$35	
Application fee	\$30	(non-refundable)

Discounts

There is a discount for those vendors in the Process and prepared foods and Bath and Body categories that make an effort to source their materials from local, organic, naturally grown or fair trade resources. If you would like to receive this discount please follow the directions below to qualify.

Please submit an expense sheet for your last month of operation that lists all ingredients for products or types of products you plan to sell at the Green Market. Cost, certification status, name and distance of farms, and point of production are required to be included for major input/ingredient. All information will be confidential with the Green Market Manager.

Approved vendors are required to submit an expense sheet on a monthly basis if they wish to receive the discount. This needs to be submitted by the 7th of the month for the previous month's purchases.

There is a 10% discount for those who pay in full and plan to attend the market for the entire 31 weeks.

Payment can be made in 3 installments if necessary. Please contact the market manager to set this up.

If you receive a discount for sourcing product then this discount does not apply.

Green Market has a weekly electronic newsletter started in 2010, with over 1000 subscribers and growing daily. The newsletter highlights who and what's at market that week, what special activities, chefs, and recipes and vendor profiles and other market news and produce tips. Subscribe at www.piedmontpark.org under Programs and the Green Market

Market Tours

Market tours are fun educational program where small groups of students, tourists, and civic groups take guided tours of the market complete with talks from local producers and product tastings. Tours create the perfect opportunity to learn about how food is produced, why it is important to market good food choices, and to meet the farmers and artisan food producers from our market community.

Market tips for First -Time Vendors

1. Grow your market by cultivating a loyal clientele
2. Get top prices when you have top quality product.
3. Achieve success by delivering excellent customer service.
 - a. If you are not a "people person" send another family member or hire a well-trained employee.
4. To encounter friends, appreciative customers, remember:
 - a. Customers shop at farmers' markets because they want to meet the people who grow their food, and they want fresh, high-quality products.
5. Invest your time wisely:
 - a. By preparing and leaving enough time for travel.
 - b. Be ready to sell at market opening.
6. Bring everything you need
 - a. Market stalls are 10'x10' bare piece of concrete. See the sample checklist below

What to bring

Careful planning for market is essential to your success. Be on time and ready to sell by the opening of the market (9am). The majority of your market day sales may occur within the first hour or the last so be ready for anything. Make a checklist!

- Canopy (white is best but any color is fine) weights are suggested but not required
- Stall structure: Tables, table covering, racks, shelves
- Display containers for your product
- Plastic and paper bags
- Cash box and bank (be ready to make change for \$20 bills)
- Licensed scale
- Miscellaneous display items: sign making materials including chalk, paper, cardboard, markers, scissors, tape, pens, bags, price tags, pocket knife, duct tape.
- Check out items: pencils, pens, calculator, sales record/receipt book, notepad, bags, boxes, flats
- Trashcan, broom
- Signs: the more personal, the better. Consider using pictures!
 - Large sign or banner hung at eye level or above with your business or farm's name and location
 - Individual product names and prices alongside of the items-how the item is sold (by weight, pieces, quantity)—Highlight different varieties, heirlooms, product qualities (sweet, spicy, bitter), storage tips, etc.

- Signage extras: recipes, how-to's, seasonality information, new item, product information
- Information about your farm, CSA or other on-farm activities, promotional materials, business cards- you never know when you will meet a chef!
- Personal comfort items: weather gear, gloves, hats, rainwear, and lots of drinking water.
- Your customer service personality- a BIG smile is your best asset.

Merchandising 101: Sell Smart and Increase Profits

Build Farm loyalty. Create an identity for yourself. Make your farm name and location clear to customers. Provide a description of your farm including location, acres, history, crops, and growing methods. Try displaying this information on a poster and include pictures of your farm. Or have a flyer to distribute to customers. Take advantage of the opportunity to educate shoppers about how things are grown.

Train employees! Make sure they are knowledgeable about your product and your farm. Continuity of salespeople builds relationships with repeat customers.

Provide samples. Let your customers taste the difference! Sampling can increase sales up to 30%. Ask customers: "Have you ever tried this variety?" Make sure you are clean and keep the flies and debris out of the samples by using covers. If you plan to sample you must have a tent that covers the sampling area.

Keep a separate box with sampling tools, e.g. toothpicks, serving platter, napkins. Remember to bring a trashcan so customers can dispose of the waste after sampling.

Supply recipes and information. Find recipes that are simple and contain a few ingredients that can be found at your stand or other parts of the farmers market

Start an email list. Let your loyal customers sign up for a mailing list so you can inform them about special opportunities, other markets, and locations they can find you or your product.

Use your personality and expertise as a merchandising tool to build and strengthen your customer base.

Use your personality and expertise as merchandising tool to build and strengthen your customer base!