



Green Market at Piedmont Park
VENDOR APPLICATION PACKET
Please keep Pages 1-5 for your records

OVERVIEW

Piedmont Park Conservancy is now accepting Vendor applications for its 2010 Green Market season. In partnership with the City of Atlanta Parks, Recreation and Bureau of Cultural Affairs, Piedmont Park Conservancy will host the Green Market every Saturday morning May 1st through December 11th from 9 a.m. to 1 p.m. at the park's 12th Street entrance gate.

The open air market will feature farm fresh produce and baked goods, food specialty items, fresh garden flowers and herbs. Weekly chef demonstrations will showcase a wide variety of recipes that coincide with the Green Market Vendors product and seasonal produce.

All revenues generated will support Piedmont Park Conservancy's Community Center programs, including environmental education and the volunteer program. Continuing Piedmont Park's century-long tradition of bringing together residents of all ages and backgrounds, the Green Market will further demonstrate Piedmont Park Conservancy's commitment to community programming and enrichment while also supporting local and regional farmers and small business owners.

MERCHANT CRITERIA

The Green Market is open to the following type of Georgia merchants:

- Farmers
- Producers of specialty foods
- Fresh-cut flowers and herbs
- Pre-prepared foods
- Baked and dry goods
- Nonprofit organizations
- Artisans
- Books and items related to gardening, cooking and/or conservation

In order to maintain the integrity and vision of the Green Market, merchant priority will be given in the following order:

- Farmers (100% of product)
- Baked goods (fresh baked)
- Specialty food and value added products
- Locally grown plants and fresh cut field and garden flowers
- Georgia arts and handmade crafts
- Nonprofit organization

Priority will be given to all Georgia produce and products. In order to ensure the market growth and diversity, applications will be considered on a case by case basis and accepted or declined based on the needs of the customers and the market as determined by management.

PRODUCT CRITERIA

All produce must be grown or produced by market merchants. Specialty food products will be considered and accepted or declined based on what is available from Georgia farmers and businesses. Plant and animal products must be grown and/or crafted by the merchant (spun wool, beeswax candles, soaps, infused oils, wreaths, etc.) Paintings, sculptures, woodturning, blacksmithing, pottery weaving and other items are also eligible.

All products must be prepared for sale, packaged and displayed in accordance with proper local, state, and federal regulations.

APPROVED ITEMS

Category 1

- _ Raw vegetable and fruits
- _ Edible plants
- _ Bread, pastries, cookies, cakes/cheesecakes
- _ Eggs
- _ Honey
- _ Shelled peas and beans (cut, washed or unwashed)
- _ Cheese
- _ Nuts
- _ Garlic
- _ Spices
- _ Grains
- _ Herbs
- _ Bedding Plants
- _ Seeds

Category 2

- _ Herbal vinegars
- _ Pastries, cookies, cakes/cheesecakes
- _ Chocolates
- _ Fruit Syrups
- _ Jellies and Jams
- _ Canned and pickled products
- _ Herbal and Vegetable Spreads
- _ Sandwiches
- _ Salads
- _ Pies
- _ Fresh pastas
- _ Fresh juice or cider
- _ Coffee and tea

Category 3

- Raw and frozen meats (beef, lamb, mutton, pork, goat, beefalo)
- Raw and frozen small poultry
- Raw and frozen game bird and rabbit
- Raw or frozen fin fish and seafood (crustaceans, fish, alligator)
- Live seafood (shellfish, crustaceans, oysters)
- Cured sausage and meat

Category 4

- Art / Craft
- Non-profit

If your products were not described in the above categories, please answer the question below and give a description of each product you want to sell.

- Did you make the product yourself? Yes _____ No _____
- If not where did you buy the product? _____

Describe the product:

Items excluded from sale:

- Second-hand and flea market items
- Produce and craft items that have been purchased from another source for re-sale (unless approved my management)
- Animals
- Firearms

OPERATIONS

- Saturdays, 9a.m. to 1 p.m., May 1st to December 11, 2010.
- The market will operate rain or shine.
- Piedmont Park Conservancy will employ a Market Manager to head operations on site.
- Merchants are responsible for providing displays, tables, umbrellas and canopies that meet PPC guidelines, as well as petty cash for customer change. Tarps, shade cloths and/or tents will not be accepted as canopies. Each booth space is 10' x 10'. Freestanding 10' x 10' canopies are accepted and or umbrellas with stands, color is up to the merchant.

MARKETING/PROMOTION

As one of the most popular programs of the Piedmont Park Conservancy, the Green Market is expected to continue to garner significant media coverage and neighborhood buzz as it opens its seventh season.

The assignment of stall locations is at the discretion of the Market Manager

About Piedmont Park Conservancy

Piedmont Park Conservancy is a nonprofit organization that has raised nearly \$23 million to transform the once run-down Piedmont Park into the premier green space of Atlanta. In addition to funding renovation projects and new amenities, the Conservancy recruits thousands of volunteers and employs six full-time landscapers to fulfill nearly 90% of Piedmont Park's daily maintenance care. Founded in 1989, the donor-supported Conservancy also provides security patrols for added safety and offers community programs, including historic tours and environmental education for children. In partnership with the City of Atlanta, the Conservancy is committed to improving, protecting and expanding century-old Piedmont Park for all to enjoy. For more information, visit www.piedmontpark.org or call 404-875-PARK (7275).

RETURNING COMPLETED APPLICATIONS

Complete and return the application form (page 6-9 only; pages 1-5 are for your records) along with the application fee and photographs of your product to Piedmont Park Conservancy in one of the following ways:

_ Mail to:

Green Market Manager
P.O. Box 7795
Atlanta, GA 30357-0795

_ Fax to 404-876-4175

_ Deliver in person to the

Piedmont Park Conservancy Administrative Offices
400 Park Drive
Atlanta, GA 30307
Monday- Friday 9am-4pm

_ Payment to Piedmont Park Conservancy may be made by check, money order or credit card.

Please do not send cash.

_ To receive a vendor application by mail or fax, or to obtain for more information, please call

404-876-4024 ex 323 or email market@piedmontpark.org



**Green Market for Piedmont Park
FARMER MERCHANT APPLICATION FORM**

**Please fill out completely or the application will be sent back for resubmission.
(*Required information)**

GENERAL INFORMATION

*Name: _____

*Farm/Business Name: _____

*Address: _____

Address 2: _____

City: _____ State: _____ Zip: _____

*Phone: _____ *Email: _____

*Farm/Business Address (if different from above): _____

Website if applicable: _____

Which categories do you intend to sell? 1 2 3 4
(Merchants may sell product from multiple categories.)

DATES OF PARTICIPATION Category 1-3, please circle dates you want to attend the market to the best of your knowledge.

Due to the limited space for category 4 those applicants should circle the dates and if accepted into the market the chosen dates will be considered when the schedule is made. Not all dates will be accepted for Category 4.

***Please Circle** (Market is closed on July 3rd, Oct. 9th, Nov 27th)

May	1	8	15	22	29
June	5	12	19	26	
July	3	10	17	24	31
August	7	14	21	28	
September	4	11	18	25	
October	2	9	16	23	30
November	6	13	20	27	
December	4	11			

Need Water: Yes No
Need electricity (120): Yes No (electricity is not guaranteed)

***Please submit application fee of \$20.00**

Payment type accepted: check money-order credit card

PAYMENT ENCLOSED

Credit Card Information: Visa Master Card Amex

Name on Card: _____

Billing Address: _____

Phone number: _____

Card Number: _____

Expiration Date: _____

Please fill in the crop or product you plan to have in the following months.

MONTH CROPS/ PRODUCT

May

June

July

August

September

October

November

December

*Please provide us with any additional historical or interesting information about yourself, your product or business that you think we should know. Are there any particular reasons why you would like to have a merchant booth in Piedmont Park?. Feel free to use additional sheets. PLEASE WRITE LEGIBLY.

Notice, if you are accepted we will use this biography for advertising purposes.

***BACKGROUND**

Can you show proof of product liability insurance?	Yes	No
Can you show proof of a current business license? (If applicable)	Yes	No
Can you show proof that you prepare your products in a state-approved commercial kitchen?	Yes	No
Are you selling a certified organic product?	Yes	No
Can you show proof of certification?	Yes	No
If yes, by whom? _____		

*I agree to abide by the Rules and Regulations of the Green Market, TO OBTAIN LIABILITY INSURANCE, and any and all PERMITS and LICENSES (where applicable); TO SELL ONLY products produced by my farm, business and/or production facility. I FURTHER AGREE NOT to make any legal claims of any kind whatsoever against Piedmont Park Conservancy, its representatives, employees and volunteers from any damage arising of the operation of the Green Market and in the sales of my products on the market site. I understand that I am allowed to sell only products listed on this application and that this measure is designed to ensure a sustainable product mix in a small market and maintain the authenticity of the Market's mission. I understand that in order to expand my line of products/offerings beyond what is described in my application. I must first contact the Market Manager for approval.

*Signed _____ Date _____
(Merchant)

For Office Use Only

Application Received _____ Application Fee _____

ACCEPTED _____ (Date) NOT ACCEPTED _____ (Date)

Reason Application not accepted:

Confirmation Call _____ (Date called)

Proof of business licenses and permits _____ (Date Received)

Type _____, _____, _____

**Green Market for Piedmont Park ◦ 1071 Piedmont Ave NE ◦ Atlanta GA ◦ 30309
404-876-4024 ex 23**