



Vendor Handbook

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 pre-approval from the market manager before selling any product. If a vendor wishes to add a product to their original list, they must submit additions to the market manager in writing via MarketWerks for approval a minimum of one week before they wish to sell the product. Processed items require a jury sample before their acceptance, and the 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 the 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.
 - Preference will be given to Certified Naturally Grown (CNG) or Organically Certified Farms. 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 with a minimum of \$1 million in coverage is required by all 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 Department of Health or Department of Agriculture licenses are 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, and 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 their mix, they 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 local farmers.
 - Raw ingredients grown and sourced from local farmers within 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.
- **Cooperative Booth:** vendors who want to work in partnership with other businesses may do so. Simply have the additional business provide the proper documentation and that business will be required to give a sample or a site visit depending on the type of business.
- **Reusable Shopping Bags.** Reusable shopping bags are permitted for sale so long as they are locally made.
- Vendors are encouraged to use **environmentally responsible** and sustainable methods of production and packaging. **No Styrofoam allowed** and only recyclable plastics can be used. Vendors must provide recycling and trash receptacles at their booths for samples and must inform their customers of how to dispose of waste properly.
- Customer queries regarding farming practices should be answered factually and knowledgeably.
- To allow for customer parking, vendors should park in the allotted area inside the park and if necessary the parking site designated for vendors. Vendors should make every attempt to minimize the number of vehicles they bring to market. Parking space is very limited and it's much better for market customers to have parking nearby, including the community center lot.
- Vendors should unload 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. Please make every effort to park for load in/out in such a way as to allow other vendors to pass. Please be courteous to other vendors entering or exiting the market area during loading times.

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 health 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. **Signage, twist ties, or other materials marked “organic” or “organically grown” are not permitted without a current copy of organic certification on file. No exceptions**
- **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. All prices must be visible to the customer ·

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 the 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 Manager 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. If vendors have a complaint about another vendor they must submit their complaint in writing to management. Failure to comply with requests from Green Market Manager may result in fines or dismissal from the market.
- **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 marked 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. Failure to post accurate pricing may result in fines and/or dismissal from the market.
- **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. Long tablecloths are recommended so that vendors can store their extra product under the tables and cannot be seen by the public, therefore keeps a tidy appearance. After market, your area should leave no trace of the existence of the market. This includes trash receptacles. Vendors may not use park trash cans. The trash compactor in the community center parking lot will be unlocked at 12:30 until the end of load out. Vendor garbage must be placed there or taken with you when you leave. No exceptions. Piling garbage in park trash cans will result in fines and/or dismissal from the market.
- **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. This approval may be revoked or denied at any time by the market manager.
- **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 or 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 gives specific permission for a product that is not currently sold at the market by another vendor. Products sold from another producer must be labeled accordingly. Failure to follow this policy may result in fines or dismissal from the market.
- **On a limited basis:** the market may allow some booths that offer service(s) for cooks, gardeners or non-profits or businesses donating to non-profit organizations.

Operation Guidelines

Market Manager (Matthew Bagshaw) 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. Do not call for general questions. You may text this line as well. For specific questions regarding the market, please email market@piedmontpark.org.

Unloading and Loading

Unloading and booth set-up is not permitted prior to 6:30am or after 9am unless otherwise scheduled with the market manager. Vendors who leave product or marketing materials unattended at the park do so at their own risk. Market staff, management, and volunteers are not responsible for loss or theft of items left unattended. Vendors who do not have their space assignments should wait until the 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 they are available. Vendors must stage their products and supplies at their stalls, park their vehicles, and then return to finish setting-up. All vendors need to be set up by 9am. 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. NO vendor is allowed to break down and leave the market before 1pm.

The market manager assigns day of market spaces to vendors the Friday before market or 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.

Vendors are responsible for informing themselves and their staff, and expected to comply with market guidelines.

Late arrivals will have to load in from the perimeter of the market. Excessive tardiness will result in warnings and/or fines as well as potential dismissal from the market. Be on time. Lateness is unfair to other vendors, confusing to customers, and reflects badly on the market as a whole.

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

Vendors are asked to park in the parking site designated for vendors to allow for customer parking in the 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 a vendor sells out early, 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.

Vendor Storage

Green Market has limited storage for weekly vendor's tents and tables. Green Market will not store vendor products or any other materials besides tents and tables and Green Market takes no responsibility for loss or damage of materials stored at the market site. In order to store your tents and tables, a storage agreement must be signed. All materials must be removed at the end of the season.

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.

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.

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 products on owned, rented, leased, or share-cropped land.
- **Value Added Processor** is a person actively involved and invested in the processing of products 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.
- **Baker** is a person who bakes bread, 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 ingredientsThis 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 wreathes may be sold at market and must be made by materials grown or gathered by the vendor. Live plant handling license is required.
- **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

All applicants must pay a one time non-refundable application fee of \$40.

Weekly Fees:

Farmers: Farmers are subsidized by market sponsorship and are not required to pay weekly booth fees

Other vendors: \$30 weekly booth fee

Fees may be paid through invoice links with a credit card. A 3% processing fee will be added. If you wish to pay with cash or check, you may arrange to do so with the Market Manager, however weekly fees will not be collected at market.

Green Market has a weekly electronic newsletter started in 2010, with over 4,800 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 a 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 and 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. Be prepared and leave enough time for travel.
 - b. Be ready to sell at 9am. Don't make the early birds wait! They are some of the best customers.
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 the 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
- 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). For credit card transactions, have your device fully charged and bring a backup charger and card reader!
- Licensed scale if you sell items by weight
- 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, etc.
- Trash can, 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. Say hello to passers-by!

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.

“Pile it high and watch it fly!” Sparse displays, empty baskets, and lonely products don't sell. Bring plenty of product to set out for sale. Abundance attracts customers. Consolidate baskets and tables as market day goes on and you have less product. Keep it looking full even if you have to break down one of your tables to do so!

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.

The Piedmont Park Green Market is a busy Saturday market. It is one of the longest running markets in the metro Atlanta area. Market management and staff are dedicated to maintaining a high quality shopping experience for customers as well as facilitating a viable opportunity for our vendors. Vendor selection is at the sole discretion of market management and PPC staff. We reserve the right to amend these rules and regulations, to levy fines for noncompliance, and to dismiss vendors who do not comply with rules or requests from PPC staff and/or Green Market Management.