

Tucson



2011

Vendor Handbook

Vendor Handbook

Friday Market – TFM East at Jesse Owens Park

Located at Jesse Owens Park
(400 S Sarnoff Drive, just south of Broadway Boulevard)
Fall hours (Mid October into April) 9 am to 1 pm
Summer hours (Mid April into October) 8 am to 12 pm

Saturday – Oro Valley Farmers' Market

Located at Oro Valley Town Hall
(11000 North La Cañada Drive, just south of Naranja Drive)
Fall hours (Mid October into April) 9 am to 1 pm
Summer hours (Mid April into October) 8 am to 12 pm

Saturday Market – TFM at Maynard's Market

Located Downtown at Maynard's Market Plaza
(400 N Toole Avenue, west of 4th Avenue near the Tucson Amtrak)
Fall hours (Mid October into April) 9 am to 1 pm
Summer hours (Mid April into October) 8 am to 12 pm

Sunday Market – TFM at St. Philip's Plaza

Located at St. Philip's Plaza
(4280 N Campbell Avenue, SW corner of River and Campbell)
Fall hours (Mid October into April) 9 am to 1 pm
Summer hours (Mid April into October) 8 am to 12 pm

Tucson Farmers' Market primary office line: (520) 882-2157 [8 am to 4 pm M-F]
Executive Director Manish Shah's cell phone: (520) 400-9992
Market Manager Roxanne Garcia's cell phone: (520) 904-4566
Tucson Farmers' Market Website: <http://farmersmarkettucson.com>
Tucson Farmers' Market Twitter: [tucfarmersmkts](https://twitter.com/tucfarmersmkts)

Table of Contents

- General Requirements.....3
 - 1. Application and Agreement3
 - 2. Product Declarations.....3
 - 3. Vendor Qualification.....3
 - 4. Vendor Exclusivity.....4
 - 5. Market Times and Hours.....4
 - 6. Set Up, Break Down, and Parking.....4
 - 7. Payment.....4
 - 8. Space Assignment.....4
 - 9. Attendance.....5
 - 10. Legal Requirements.....5
 - 11. Co-op Spaces.....5
 - 12. Samples.....5
 - 13. Insurance Requirement.....5
 - 14. Maintenance.....5
 - 15. Weights and Measures.....6
 - 16. Pets.....6
 - 17. Conduct.....6
 - 18. Noise.....6
 - 19. Booth Set-up & Display.....6
 - 20. Prices.....6
 - 21. Weights.....6
 - 22. Compliance.....7
 - 23. Management Discretion.....7
- Market (GREEN) Tokens.....7
- Rules and Regulations.....7
- Operation Guidelines.....8

Staff

Manish Shah, Executive Director
Roxanne Garcia, Market Manager
Nick Szumowski, Market Coordinator
Clayton Kammerer, Market Coordinator
Justin Manning, Market Coordinator

General Requirements

1. **Application and Agreement** – All participants must provide the market manager with a completed and filled application form and the necessary documents requested within the application. All documents must be received at least **seven** days prior to requested date of participation. All applications can be obtained either from the Market Management directly or online at the Tucson Farmers' Market website. **Note:** All applications are subject to an approval process, and any vendor wanting to set up at any particular market must apply to **each separately** and be granted approval from Market Management prior to participation in the specific TFM market.

2. **Product Declarations** – Vendors are required to submit a complete list of all products they wish to sell with their application. Vendors must have pre-approval from Market Management before selling any product. **Note:** If vendors wish to add 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(s). Failure to notify Market Management about the introduction of new products will be subject to penalty under the rules and regulations detailed here within.

3. **Vendor Qualification** – Any producers of food products on agricultural lands, farms, and gardens are qualified vendors with **or** without a business license. Resellers of agriculture related products from agricultural lands, farms, and gardens are only qualified vendors once they have obtained a **valid** business license.
 - a. "Producer" includes owners, proprietors, or tenants of agricultural lands, orchards, farms, and gardens whereon food products are grown, raised, or prepared for market.
 - b. "Agricultural products" include every product of the soil in its natural or manufactured state, as well as swine, fowls, eggs, and milk and the products thereof. Vendors selling the above products will be subject to an approval process by the Market Management to maintain the quality and appeal of the Farmers' Market. Vendors **must** be the manufacturer or sole distribution outlet in Pima County of the goods to be sold.
 - c. No alcoholic beverages are to be sold by any vendor at the Farmers' Market.
 - d. There shall be **no craft vendors** in the Farmers' Market.
 - e. All vendors must sell food or food-related products. This includes, but is not limited to: Concession foods, agricultural foods (meats and produce), goods used in preparation of food (cookware, knives, etc), nursery plants and flowers, other products derived from plants or animals (such as soaps, oils, lotions, teas, and coffee), and services that aid in preparation of food. **No exceptions.**
 - f. Vendors must have all necessary and relevant licensing and certification that is legally required to conduct business and sale of the particular product(s) sold.
 - g. All non-agricultural food products must be manufactured in a commercial kitchen.

4. **Vendor Exclusivity** – 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 TFM believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry. All qualified vendors who pass the approval process will be allowed to participate so long as space is still available (presuming other prerequisites have also been met). If space is unavailable, vendors may be put on a waiting list for that particular market.
5. **Market Times and Hours** – Each market will have official and announced hours which may change seasonally. Vendors will be allowed to begin set-up 90 minutes **before** the market opens and **must** be set up by market opening. All displays must be removed and sales area clean within 90 minutes **after** the close of the market. Vendors must be ready to sell by the time the market opens, and must begin to pack by the time the market closes. Failure to comply with the above section may result in fines, loss of preferred space assignment status, or expulsion from the market entirely.
 - a. Current market hours (for all of TFM's markets):
 - i. Spring/Summer: 8:00 am through 12:00 pm (April through mid October)
 - ii. Fall/Winter: 9:00 am through 1:00 pm (Mid October until April)
6. **Set Up, Break Down, and Parking** – Vendors are required to utilize the **UPS System, Unload, Park, and Set up**. Setting up display while unloading slows down traffic in the unloading area and causes unnecessary congestion. Vendors are required to unload and park in **designated** areas **only**. Vendors are not allowed to break down their displays or move vehicles into position before market closing without consent of market manager.
 - a. At the end of the market, vendors are required to **pack up first**, bring vehicle to the closest parking space, and **then** begin loading. Parking vehicle first to get a closer parking spot creates unnecessary congestion, inconvenience for fellow vendors, and is generally considered a selfish act that is disrespectful to others.
 - b. Violations of parking regulations will be strictly enforced under the rules and regulations. Repeated offenses and failure to comply may result in loss of preferred space assignment or expulsion from market.
7. **Payment** – Payment of vendor booth fee envelopes shall be collected by market manager or designee at some time during the market hours. Please have payment ready and waiting upon collection, which is typically performed 1 hour **before** the market's closing time. Each market has a different fee schedule, and a vendor's booth fee will be disclosed by the Market Management upon approval to participate in that market. More information is provided in the operation guidelines.
8. **Space Assignment** – Vendors with guaranteed space reservations may occupy their spaces upon arrival. Reserved spaces not occupied 30 minutes prior to opening may be reassigned to another vendor. The market manager assigns spaces to vendors as they arrive at the market.

- a. The assignment of spaces is determined every week by the market manager. Vendors may be given preferred assignment of a particular space once long term attendance is established. Preferred assignment may be given to any vendor demonstrating 90% attendance after 12 weeks of participation in the market.
- 9. Attendance** – If any vendor does not intend to display at the Farmers’ Market, verbal or email notification *must* be given to the market manager 24 hours prior to the market. Failure to notify management may result in loss of preferred space assignment status.
- a. If an incident occurs where a vendor is unable to make a showing at a particular market, it is important that the vendor notifies Market Management so that space changes can be made appropriately.
 - b. Vendors who do not keep a consistent attendance record at the markets may lose their preferred space assignment. Three consecutive weeks of absence from a particular market may result in the space being reassigned.
- 10. Legal Requirements** – Vendors must comply with all local, state, and federal laws. This includes any licensing requirements and any permits required by the Pima County Health Department. Payment of all applicable taxes on taxable goods is the sole responsibility of the seller.
- 11. Co-op Spaces** – There shall be no spaces for co-op rental. All vendors must rent individual spaces. Spaces may not be combined. Any vendor who attempts to share a space with another vendor will be asked to leave the market.
- 12. Samples** – All samples must be provided in compliance with the regulations of the Pima County Health Department regarding such matters. All vendors giving samples must also provide a waste container in a prominent place for public use. On-site trash receptacles are for customer use only. Trash may be disposed of in the large dumpsters on or near property; vendors are to check with the market manager as to those locations.
- 13. Insurance Requirement** – TFM is not responsible for any loss or damage incurred by vendors.
- 14. Maintenance** – Vendors are required to create a professional display to feature their wares. All tables must be covered with tablecloths and all boxes and crates must be neatly stacked or hidden from view. All vendor equipment and displays are to be freestanding. Nothing is to be anchored or affixed to the assigned space and adjacent structures. Vendors must maintain their sales area in a neat and clean manner. The area must be left in clean and orderly condition.
- a. Vendors must provide a waste container for all refuse and legally dispose of all waste. Refuse must be removed by the vendor from property and disposed of in a proper location.

- b. Failure to maintain sales area, remove all refuse, leave area in orderly and clean condition, or dispose of refuse properly will result in an initial written warning. Further violations will result in fines, suspension, or even expulsion from the Farmers' Market.

15. Weights and Measures – All scales used by vendors must be certified for compliance for legal weights and measures. Certification is the responsibility of the vendor.

16. Pets – Vendors are *not* allowed to bring pets to the Farmers' Market. The sale or giving away of animals in the market area is also prohibited unless prior written permission is granted by market manager. Vendors requiring assistance animals are exempt from this restriction.

17. Conduct – Vendors shall conduct themselves in a manner that is courteous to other vendors, market personnel, and the public. Behavior or act which is criminal, threatening, abusive, or harassing shall cause the vendor to be expelled immediately from the market.

18. Noise and Offensive Marketing Techniques – Vendors are not permitted to use the following techniques while at the market: hawking (calling attention to products in a loud, repetitive public manner), slandering or belittling of competitors, and selling products in an aggressive way. When walkways are particularly crowded, standing in the aisles while providing samples to customers is not permitted. Vendors shall not be allowed radios or loud music to attract attention.

19. Booth Set-up & Display – No boxes or signs may extend into the common customer traffic areas. Vendors must supply their own booths or tables. Booths and tables must not be a hazard to the public or other vendors.

- a. There may be tables at St. Philip's plaza available for use in the event that a vendor forgets to bring a table. However, there are only five of these tables in storage, and vendors will be charged a \$5 per day fee to use them. They are offered on a first come first serve basis, and are **not** guaranteed to be available upon request.

20. 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 pasted as a list of prices on a large sign or board. Bargaining with customers is permitted.

21. Weights – Every market day, no matter the weather, all canopies or other booth covers and umbrellas are **required** to have weights. All legs and bases should be weighted sufficiently to keep the canopy or umbrella in place during windy conditions.

22. Compliance – Vendors must remain in compliance with the above sections. Failure to do so may cause the vendor to be subjected to fees imposed under the enforcement of the rules and regulations by Market Management. Vendors who have repeated offenses can be expelled from the market and may be excluded from participation in future markets.

23. Management Discretion – 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.

These guidelines are part of the market rules.

Market Tokens

\$5 GREEN Tokens (Wooden Nickels) – Credit and Debit

- ❖ Customers can purchase \$20 worth of \$5 Market Tokens with credit and debit cards (Larger amounts may be purchased in increments of \$5, but there is a \$20 minimum).
- ❖ Due to the cost the Market Management incurs to operate this program, a service fee of **\$2 per transaction** is charged to customers using debit and credit cards.
- ❖ There are no restrictions on what can be bought with the \$5 token. They should be treated just like a \$5 bill—give cash change. All vendors of TFM are required to accept Market Tokens.
- ❖ Vendors should keep tokens; they should not be distributed to customers. A vendor may use the tokens as part or all of the payment for the day’s booth space fee, or they may be redeemed to Market Management at the end of the market for an equal value of cash.
- ❖ Tokens NEVER expire, and may be used at any of TFM’s markets, regardless of the purchase.

Regulations - Vendors not in compliance may be cited by management, fined, suspended, or even expelled from the markets.

General	
Canopy/Umbrella weights: <i>required</i>	
Booth set-up with regard to public safety. <i>All components (signs, crates, etc.) of the booth are confined within the booth sides.</i>	
All product prices posted. All products for sale granted approval by TFM.	
All packaged goods properly labeled, including ingredients.	

Sampling Guidelines	
All sampling must be done with a hand washing station present and in active use.	
Vendors must use proper food handling gloves.	
Sampling set-up must be covered and/or made sure that customers can pick and handle without touching or contaminating other samples.	
Sanitizing agent must be present and available for customer/vendor use.	
Parking	
All vendors are required to park in designated parking areas. Vendor trailers will be given assigned parking spots with easy access to electricity.	
Unload procedures: Vendors utilize the UPS system: Unload , Park vehicle, and then Set up .	
Load-out procedures: Pack-up 1 st , Move vehicle to parking space, Load	

- **Parking:** Customer parking takes priority, and vendors are required to park in designated areas at each market **during** the hours of operation. Initial failure to do so will result in a verbal warning. If subsequent violations occur, the vendor will forgo their participation in the upcoming market, and may risk losing their preferred location.
 - ❖ Designated areas will be disclosed by Market Management, and any confusion can be clarified by speaking to management as to where to park.
 - ❖ Parking regulations will be strictly enforced, especially as many if not all of TFM's markets have limited space available for customer parking.

Operation Guidelines

Banking - Vendors are required to bring an appropriate amount of cash each day in order to facilitate the daily transactions needed to conduct business at the market. Market Management may be able to provide change for larger bills on a first come first serve basis. This is a courtesy to vendors, and not an obligation of management, as each vendor is expected to carry the necessary breakdown of change.

Payment - Vendors will be delivered the payment envelopes each market day. Each envelope will have the vendors' preferred business name, the name of the market, and the market booth fee for the day clearly marked. Each envelope will contain a receipt (unless the vendor opts-out of receiving a receipt) with the same information for that particular day. Vendors are required to pay their dues and place them in the envelope, and to keep the receipt for their own records.