

NoMa FARMERS MARKET VENDOR APPLICATION



MAY 30 — OCTOBER 31, 2012
NOMABID.ORG/FARMERSMARKET

PRIMARY CONTACT NAME _____

PRIMARY CONTACT PHONE _____ EMAIL _____

BUSINESS NAME _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____ TAX ID _____

WEBSITE _____

VENDOR TYPE FARMER PRODUCER SECONDARY PRODUCER

VENDOR TYPE FULL SEASON (23 WEEKS) VENDOR (10' X 10' SPACE) - \$300
 FULL SEASON (23 WEEKS) VENDOR - (10' X 20' SPACE) - \$375
 WEEKLY VENDOR (10' X 10' SPACE) - \$15 PER MARKET (5 MARKET MINIMUM, \$75 WITH APPLICATION)

PRODUCT OFFERINGS FRUITS DAIRY EGGS
 VEGETABLES POULTRY BREAD/BAKED GOODS
 CHEESE BEEF OTHER

- Please attach a summary of your business operations, including a description that can be used for marketing purposes.
- I have read and hereby agree to abide by all rules and regulations as outlined in 'Market Rules & Regulations.'
- I agree to indemnify and hold harmless the NoMa Farmers Market and the NoMa Business Improvement District, its incorporators, and its Board of Directors, as well as the District of Columbia, and any subsidiary, affiliate corporation and all of their directors, officers, agents and employees of the aforementioned from any and all liability for damage, injury or loss to any person or goods for any reason related to activities related to the NoMa Farmers Market.
- I agree to sell only products that I and/or my immediate family or employees have grown or produced on my property and/or property I lease. I will not re-sell any product purchased from a wholesale warehouse, retailer or other grower. I realized that failure to comply may result in my suspension or expulsion from NoMa Farmers Market without refund.
- If Applicable: As a Secondary Producer, I affirm that my operation is permitted to legally sell at public markets in the District of Columbia and that all products sold at market are produced in a commercially approved and certified kitchen. My operation strictly adheres to applicable health code requirements valid in my jurisdiction, and I have included a copy of my commercial kitchen certification to this application.

SIGNATURE _____ DATE _____



About the Market

The NoMa Farmers Market is a free neighborhood amenity that connects NoMa residents and workers to top local farmers in the region, while providing a relaxing community gathering place for neighbors to meet. Patrons can pick up dinner or buy groceries after work or on their way home, then head over to NoMa Summer Screen for outdoor films. Vendors provide a variety of fresh and organic produce, orchard fruits, meats, cheeses, prepared foods and baked goods, all from local farms. The market also features monthly cooking demonstrations from popular chefs in the District of Columbia.

The market is organized by the NoMa Business Improvement District (NoMa BID) with support from local stakeholders in NoMa. The NoMa BID is a nonprofit economic development organization that supports the revitalization of NoMa, the fastest growing neighborhood in Washington, DC. NoMa is located north of Union Station and North of Massachusetts Avenue. To connect neighbors and build community in this rapidly growing area, the BID organizes and manages 100 free events each year, including a popular outdoor film series, 20 weeks of outdoor concerts, walking tours, presentations and festivals. The BID also provides daily street cleaning services, economic development, infrastructure coordination and on-street hospitality services.

The NoMa Farmers Market is a signature event of the NoMa BID, and was heavily praised as a much-needed neighborhood amenity during its first season in 2011. With thousands of residents moving into the neighborhood each year, the market promises steady growth each season. Food stamps in the form of EBT (Electronic Benefits Transfer) and WIC (Women, Infants, Children) will be accepted. Special promotions, weekly music and other activities take place surrounding select markets.

NoMa BID staff heavily promote the market with thousands of fliers over the duration of the market season. The BID promotes each market through Facebook (900+ followers), the BID Web site www.nomabid.org (10,000 unique hits each month during summer event season), Twitter (1,200+ followers) and a bimonthly newsletter, which reaches more than 2,600 people twice each month. Regular press releases reach local media, including print media, bloggers, neighborhood list serves and radio/television stations.

Below is an overview of the NoMa Farmers Market rules and regulations. Please feel free to contact farmersmarket@nomabid.org with any questions.

2012 Season Details

Location: To be announced shortly
Dates: Wednesdays from May 30 to October 31, 2012
Time: 3 PM to 7 PM

Permitted Vendor Types

- Farmer Producer. Produces/grows raw ingredients such as produce, vegetables, fruit, meat, or fish. May make value-added foods (e.g. sausage, tomato sauce, smoked fish) with own major ingredients.
- Secondary Producer. Produces preserves, baked goods, and other products principally from regional ingredients obtained from other farmers.

Vendor Application Requirements

- Application. All vendors must submit a completed application online and supply the appropriate fees and supplemental documentation outlined below by March 15, 2012.
- Fees.
 - Full Season (23 Weeks) Vendor - (10' x 10' Space) – \$300
 - Full Season (23 Weeks) Vendor - (Larger Space: Approx. 10'x20') - \$375
 - **Attendance Incentive: Full-season vendors who attend 20 or more markets will receive a refund of \$300 at the end of the season (by November 30, 2012).**
 - Weekly Vendor - (10' x 10' Space) – \$15 per week with a five market minimum (\$75) paid upon approval. Additional weeks payable weekly on site to market manager at \$15 per week, via cash or check.
 - Vendors committing to full seasons will receive priority in acceptance and placement within the market.
 - Upon acceptance by the NoMa Farmers Market, supplemental documentation and payment must be received by March 15, 2012.
 - Checks should be made payable to the NoMa Business Improvement District
- Proof of Insurance. All Farmers, Secondary Producers, and Prepared Producers must provide proof of Liability Insurance, and must provide a certificate listing NoMa BID as 'Additional Named Insured.'
- Proof of Business License. All Farmers, Secondary Producers, and Prepared Producers must provide a copy of their business license and the tax ID under which their business operates.
- Extension Agent Certification. All Farmers are required to provide a signed Certificate from their applicable Extension Agent certifying the operation as a true producer. For questions about certification, please contact the market manager.
- Proof of Commercially Approved Kitchen. All Secondary Producers and Prepared Producers are required to provide proof of a commercially approved kitchen from their applicable jurisdiction's health department or regulating agency.

Booth Assignment

- Each vendor will be assigned a space at the market (10'x10' or 10'x20').
- Vendor must occupy only the space assigned unless otherwise directed by the Market Manager.
- A sturdy tent with canopy properly weighted for windy conditions is required for each assigned 10'x10' or 10'x20' space. Tent must have an approved Certificate of Flame Retardancy available upon request of applicable authorities.
- Vendor must arrive at the market at least half an hour before the market opens.
- Vendor must be completely set up and ready for business when the market opens.
- Vendor is responsible to set up and tear down his/her own booth.
- Vendors must remain completely set up for the duration of the market, from 3 p.m. to 7 p.m. Under no circumstances are vendors permitted to leave early. Vendors who violate this provision may lose their rights to sell at the market with no refunds provided.
- More than three consecutive unexplained absences from the market will constitute abandonment of a reserved space and said space may be re-assigned. No refunds will be provided under any circumstances.
- Tables, chairs, and tents are not provided and must be provided by the vendor.

Vendor Responsibilities at Market

- Produce should be mature but not overripe and must be clean and free of contamination.
- Spoiled produce, diseased plants or shoddily made items are not permitted.
- No Sliced Melons. Whole Produce Only.
- Meat and Dairy should be prepackaged and temperature-controlled as required.
- Baked goods should be mixed, baked, finished and packaged.
- Repackaging of goods prepared by others is prohibited.
- For Secondary Producers, only products produced by the producer (meaning the producer, their spouse, children, siblings, or employees) to whom the space has been assigned may be sold.
- There will be NO SMOKING by vendors at the market.
- Vendors will conduct themselves courteously at the market.
- Vendors will sell only products of good quality.
- Only approved market goods may be sold. There will be no raffles, ticket selling, etc. except by and for the market as a whole.
- Collection and reporting of District of Columbia sales tax, meals tax and/or local tax, if any, is the responsibility of the vendor.
- NOTE: Please keep your valuables and cash register under observation at all times. Under no circumstances shall the NoMa BID be responsible for any losses resulting from theft.
- NOTE: The Market Manager reserves the right to inspect producer's farms/businesses, including leased property, to verify compliance with the Producer Only Rule after receiving a written complaint and after giving 24-hour notice to producer.
- NOTE: It is the Vendor's responsibility to have all applicable license and insurance documentation on hand when selling at the market to prove the legality of your entity's operation at the NoMa Farmers Market.

Indemnification

- The vendor agrees to indemnify and hold harmless the NoMa BID, including its incorporators and Board of Directors, the Market Manager, and the District of Columbia from any and all liability for damage, injury or loss to any person or goods for any reason related to the operation of the Market.

Additional Criteria for Secondary Producers

- All Secondary Producers must strictly adhere to applicable health code requirements valid in their jurisdictions and must present with their application a valid commercial kitchen license.
- Unless otherwise determined by the Market Manager, bakers with store-front operations will not be permitted to sell at the Market. The Market Manager reserves the right to add store-front operations if they fill a market niche not filled by current vendors.
- Baked goods permitted for sale include pies, cakes, breads, cookies, jams, and jellies. Any baked goods that require refrigeration must be kept in a temperature-controlled environment per current DC health code.
- Repackaging of commercially prepared products is prohibited.
- Prepared Food Vendors are required to follow all applicable food labeling. Items must be individually wrapped. Labels should include:
 - Name of product
 - List of all ingredients (from most to least abundant)

- Net weight of the item
- Your name or the business name

How Products Should be Sold

- Products may be sold by weight, volume or count.
- Vendor has the right and responsibility of establishing prices on his/her own products.
- Vendor must post a sign in a noticeable manner in his/her booth area which identifies Vendor's business.
- Lettering must be clearly legible.
- Vendor must indicate the prices of products being sold.

Sanitation and Health Requirements

- It is the responsibility of all vendors to know, understand, and meet applicable health and food safety regulations while operating at the market or preparing items for sale at the market.
- Vendors must meet generally accepted practices of sanitation at their booths.
- Vendor is required to maintain his/her area in a neat, clean and sanitary condition.
- Areas will be inspected by the Market Manager during the market and before the vendor leaves.
- At the end of each market, all vendors must work together to clean the general area of the market.

Complaints & Disagreements

- The NoMa BID Market Manager is charged with overseeing the operation of the market.
- Complaints by consumers or vendors should be written and signed.

Enforcement of Rules

- Participants in the NoMa Farmers Market must at all times conform to the market rules. Any participants who fail to comply therewith shall be suspended from the market until further notice and without refund.
- Persistent non-compliance with any of the market rules may result in the permanent suspension or expulsion of the vendor from the market at the discretion of the Market Manager.
- Participants found to be in violation of the Producers Only Rule can be permanently removed without refund.

Payment & Contact Information

SEND PAYMENT AND APPLICABLE SUPPLEMENTAL DOCUMENTS TO:
Rachel Davis, Director of Marketing & Events
NoMa Business Improvement District
1200 First Street, NE, Suite 310
Washington, DC 20002

Questions may be directed to Rachel Davis at 202-289-0111 or farmersmarket@nomabid.org