



**Indian Valley Farmers' Market
2006 Handbook and Application Form**



Sponsored by the Souderton-Telford Main Streets Revitalization Program



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2006 Coordinator

Pam Coleman

Contact Information

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Chairman, Souderton-Telford Main Streets
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Check the website- www.souderton-telfordmainstreets.org- for the location of the Main Streets office in Souderton. This office will be established spring 2006.

Market Website

www.IVfarmersmarket.com



Sponsored by the Souderton-Telford Main Streets Revitalization Program

About the Indian Valley Farmers Market

The Indian Valley Farmers' Market was created in 2002 to support the emerging Souderton-Telford Main Streets revitalization plan. While the Main Streets organization was being set up, the Route 113 Heritage Corridor Partnership stepped up to establish the Farmers' Market.

Since then, the Indian Valley Farmers Market has become an established tradition for the Borough of Telford and the core of the Souderton-Telford Main Streets' revitalization efforts in Telford.

Committed to the success of the Farmers Market, the Souderton-Telford Main Streets Board and Main Streets Manager have supported the market both organizationally and with marketing and public relations. In fact, this additional support has been valued at approximately \$9,000, substantially beyond the annual budget of \$1700 in 2005.

In addition to the contribution by the Souderton-Telford Main Street program to the Indian Valley Farmers Market, the Borough of Telford and Montgomery County have also invested substantially in its future. The entire Marketplace at Telford Station lot is in the process of undergoing a rehabilitation and improvement plan. This plan has included expansion of the lot, paving, re-striping, landscaping, new lighting and a new configuration of traffic flow through the lot to accommodate the Indian Valley Farmers Market. Over the upcoming construction season, the streetlight installation will be completed. The Train Station and the Freight building will be renovated. A new Italian restaurant will be opening in the Train Station with outdoor seating. The Main Street Economic Restructuring Committee is trying to recruit an ice cream or Italian ice shop to open in the Freight building. A new community pavilion will be constructed beyond the Freight Station for various uses. These improvements have been funded through Montgomery County and the Borough of Telford.

At the end of the 2005 season, an customer survey was conducted and changes were recommended. After consultation with long-term participants, a series of changes were made to the 2006 guidelines to better meet the expectations of the patrons of the Indian Valley Farmers Market. Preference will be given to producers who commit to the full 20-week season, but allowances have been made for the producers who prefer a week-to-week commitment.

If you have any questions about the Farmers' Market, please contact Pam, or the Chairman of the Souderton-Telford Main Streets revitalization program, Andy Schlosser.

Pam Coleman
Main Streets Manager

Souderton-Telford Main Streets CDC
215-723-1358



Indian Valley Farmers' Market 2006 Full Season Application

All Applications due May 15, 2006

(Fees due May 15, 2006)

Farm/Vendor:

Names of who will be Selling Saturday Mornings:

Mailing Address:

Email Address:

Your Website, if any:

Indicate best number to use

Home Phone:

Cell Phone:

Business Phone:

Please give us a general idea of what product and merchandise you plan to sell during the following general time periods. This will assist us with keeping the Market's website updated.

www.ivfarmers.com

Products Planned to Sell:

June I

June II

July I

July II

August I

August II

September I

September II

October I

Insurance Information and Licenses: (Please provide a photocopy of any insurance or licenses that you must have to sell according to Pennsylvania Law)

Insurance Carrier Name:

Phone:

Your Signature(s):

Thanks! Your application will be reviewed by the current members of the Indian Valley Farmers' Market. The existing farmers and vendors vote to accept each new member and their product plans. Pam Coleman will advise you of the results. We wish you a great season!

Date Approved:

Date Fees Received:

Amount:

(\$300 for farmers and vendors for the full 2006 season)

Received by:

Indian Valley Farmers' Market
2006 Week-by-Week Application
All Applications due the week before attendance

Farm/Vendor:

Names of who will be Selling Saturday Mornings:

Mailing Address:

Email Address:

Your Website, if any:

Indicate best number to use Cell Phone:

Business Phone: Home Phone:

Week(s) to participate in the Indian Valley Farmers Market

From:

To:

Products Planned to Sell:

Insurance Information and Licenses: (Please provide a photocopy of any insurance or licenses that you must have to sell according to Pennsylvania Law)

Insurance Carrier Name: Phone:

Your Signature(s):

Thanks! Your application will be reviewed at by the core members of the Indian Valley Farmers' Market. They vote to accept each week-to-week participant and their product plans. Pam Coleman will advise you of the results. We wish you a great season!

Date Approved:

Date Fees Received: Amount:

(\$25 per week for weeks)

Received by:

2006 Season Vendor Agreement
between
The Indian Valley Farmers' Market
and
The Souderton-Telford Main Streets Program

Name: The member farmers and vendors of this market are called, collectively, the Indian Valley Farmers' Market (IVFM). Its core members are the producers and growers who will pay full season dues in the 2006 season. The market organization is sponsored by the Souderton-Telford Main Streets program, a not-for-profit organization funded by Souderton and Telford boroughs and the Pennsylvania Department of Community Development.

Purpose: To improve the marketing and sales of locally grown farm produce to be sold directly to the consumer at a convenient location in ways that foster business revitalization in Telford and community life in the Indian Valley.

Sponsor: The IVFM is sponsored by the Souderton-Telford Main Streets program, and is administered by the Main Streets Manager, in cooperation with a designated co-coordinator and/or the Market Manager.

Our new Main Streets Manager is Pam Coleman. She will serve as the Market Manager for the 2006 season or until a Market Manager is hired to handle those specific duties.

The Main Streets program is the entity with decision-making authority in all matters not expressly delegated to the farmers and vendors under the "Voting" and "Membership" sections.

Fees and Expenses. The Main Streets program also collects fees and pays bills in accord with this agreement, and maintains financial reports which will be available for inspection by any member vendor who has paid or will be paying dues.

Mutual Respect. The Main Streets Board of Directors and staff will hold in high regard a close working relationship with the vendor/producers and the IVFM. Any designated representative from the IVFM or the Main Streets program shall strive for harmony in meeting the needs of the farmers and vendors and those of the revitalization program.

Membership: Core membership is determined as being the producers and/or vendors who join the market at the beginning of the season by paying the full amount of \$300 before the Market opens on June 3. Core membership in the IVFM allows producers and vendors a "Farmers' Voice" vote on issues such as:

- Recommending the potential mix of producers and vendors
 - An exception to this rule may be made if a proposed vendor's business is located in either borough, and is recommended by the Souderton-Telford Main Streets Board of Directors. In this case, even if there are already vendors that might compete with the new vendor, a proposed vendor with business in the borough would be accepted.
- Designating use of marketing fees and changing the designated use of marketing fees
- Determining which products are sold at the market
 - Seasonal or transitional producers may be voted down by a simple majority after all members have been notified by email or fax of the proposed addition and the time period that vendor will be available.
- Allowing products not on the a vendor's previously approved product list
- Any challenge to a member practice or product

The "Farmer's Voice" on an issue shall be decided on the basis of greater than 50 percent of votes cast in a meeting where a quorum is held or by responding by phone or email to written notice through email or fax. A simple majority of farmers and vendors shall be considered a quorum.

Voting: One representative from each core member vending space is entitled to one vote on issues facing the farmers market as described above. Each core member will be given an opportunity to vote on issues as they arise. For example, if an email notification is sent, but a member does not have email, a hard copy of the notice will be faxed. A non-response to fax or email will be considered a vote of approval.

Participant Application and Fees: A completed application and copies of any required licenses are requested as soon as farmers and vendors decide that they will participate.

2006 Fees are \$300 for the season of **Saturdays from June 3 to October 14**. The completed application is due May 15, 2006. Full season payment for approved applications is due by May 15, 2006.

2006 Fee for week-by-week attendance is \$25 per week. Payment must be made prior to the Saturday that the vendor will be attending. Payment may be made for multiple weeks on one check.

All payments should be made out to Souderton-Telford Main Streets, with a memo indicating "2006 Farmers' Market Dues" on the check. Checks should be mailed to:

Pam Coleman

Souderton-Telford Main Streets Manager

PO Box 314

Telford PA 18969

Check the website- www.souderton-telfordmainstreets.org- for the location of the Main Streets office in Souderton. This office will be established spring 2006.

Market Coordinator Responsibilities

The Market Coordinator is the liaison between the Souderton-Telford Main Streets and the farmers, producers and vendors, and will be asked to clearly present the formal voice of the farmers, producers, and vendors by their vote and their informal communications.

The Market Coordinator will seek a balance of crops and products based on completed applications. The manager will seek new farmers and vendors at the beginning of the season, or as is needed throughout the season. For a new vendor to be approved, he or she must submit a completed application and product plan for approval by a majority vote of core members by email or fax. A non-response will be counted as a vote of approval. The core members are given notice of a meeting and at least 48 hours to comment or reply.

At each new season, the previous full-year members in good standing will receive first priority, followed by late joiners in good standing, then by applicants in the chronological order of their application.

New farmers and vendors may be included on a week-by-week basis, if there is a shortage of a particular product, to add diversity to the mix of goods, or if there is overall growth in consumer demand for market products.

The Market Coordinator may, in consultation with the core members, recruit a new applicant to improve market balance and vitality.

Farmers and vendors and others are encouraged to contact the Market Manager with leads and recommendations for new farmers and vendors.

Vendor and Market Day Guidelines. Farmers and vendors are asked to read and comply with the following rules. The **Market Coordinator** or other designee is expected to remind farmers and vendors if they are not following these rules, especially if they believe that a legal or other danger through non-compliance is threatened.

Producer-Only Rules and Exceptions

All products displayed for sale must be produced by the vendor who sells them.

The Definition of a Vendor is the actual producing individual, an immediate family member, staff, or employee of the producing individual's business.

The only exception is when the market lacks a product that is needed. In that case, the farmers can purchase that product from another local farmer as a supplement under a provisional arrangement. The Market Manager or Coordinator will supervise each provisional arrangement. Once another producer-vendor is found for that product, the supplement farmer must stop selling that product.

Product Plans: Farmers shall submit a Product Plan at the beginning of each season, indicating the crops and products they plan grow for sale at the market. The following can be sold:

Flowers	Herbs	Flowers
Bedding Plants	Baked Goods	Canned Goods, Preserves
Eggs	Poultry	Meat
Hay, Straw	Honey, maple syrup	Wool, Fleeces
Ornamental Produce	Potted Plants	Vegetables
Approved Farm Products	Farm-based Crafts	Mushrooms
Local wineries	Raspberries, blackberries	Sour cherries
Pottery	Weaving	Dried Flower and Herbs

Product admissibility is based on IVFM farmer/vendor interpretation of the "PASA Producer-Only Guidelines" from the Pennsylvania Association for Sustainable Agriculture. "Crafts" is defined as products whose ingredients were raised on the vendor's farm or made with their own hands.

External Regulations: Farmers and vendors must comply with applicable borough, county, state and federal regulations such as:

- Pesticide licensing and safe use
- Approval seal on weighing devices
- State sales tax collected as required
- Organic certification on claimed products
- Food safety, sanitation, health permits and labeling issues that apply to the item
- State inspection of nursery stock, required for selling whole plants for replanting (packs or pots)

If you have questions about regulatory issues, please contact the Market Coordinator.

Market Operations. Farmers and vendors must arrive on time on sale days to be ready to sell at the official opening time of 8:30 am. No sales are allowed before the opening time or after the closing time. A volunteer for the Souderton-Telford Main Streets may supervise opening and closing of the market.

Normal Sales Practices. Farmers and vendors are independent entrepreneurs with a common stake in creating a vibrant marketplace. Activities that seem to exceed normal sales practices may be questioned by other farmers and vendors. The Market Manager or Coordinator will assist in finding a resolution. If this fails, the Market Manager or Coordinator will conduct a vote if requested. When a vote on an alleged abnormal activity favors a change in the vendor's practice, the vendor in question must comply.

Abnormal Activities include, but are not limited to:

- Unsafe conditions or hazards at stand
- A stand that impedes access to other farmers and vendors
- Consistent pricing of products well below profitable levels
- Condition of a stand, products, or vendor behavior that detract from the market's appearance, overall quality or reputation.

New Farmers and vendors are encouraged to participate at special week-by-week rate.

Space Designation. Farmers and vendors will abide by the assigned spacing of the Market Manager or Coordinator.

Clean-up. Growers must clean up the area around their trucks and sales area before leaving.

Signage.

- Signs must be posted before sale begin
- Producers will display a sign identifying the name and location of their farm
- Growers must have signs, board, tags or labels listing prices of every item for sale
- Growers should clearly separate and label organic and non-organic produce in the same display
- Growers listing "organic" produce, or calling their produce "organic," must display a sign giving their organic grower's certification and their certifier's organization.

Public Safety. Shade structures shall be secured to prevent wind damage or injury. Umbrellas are not permitted because they too easily tip over.

All participants must comply with Montgomery County Health Department regulations.

Food Safety-Cooling. All fresh meat, egg and dairy products must be stored, transported, and displayed at 41degrees F or less. If ice is used as a coolant, it must be manufactured from potable water, the name and address of manufacturer must appear on the ice bag. Block ice may not be used.

Vendors will need a thermometer, sensitive to +/- 2 degrees F and graduated in 2 degree F increments or less, to monitor temperature of "potentially hazardous foods" being sold. Ice melt water must be continuously drained away from the product into a suitably sized container for eventual disposal in a sanitary sewer (not a storm sewer).

Food Labeling. Containers of food sold by weight must identify the net weight and ingredients of the food on a label. All preserved, packaged, and baked goods must be labeled with the name of the product, a list of ingredients, the net weight of the product, and the name and address of the producer.

Educational and Community Activities. One space will be made available free of charge for educational activities relating to sustainable agriculture and for nonprofit community groups. One space will be made available to Souderton-Telford Main Street businesses. These spaces will be made available on a first-come, first-serve basis, but must be approved and booked by the Market Manager or Main Street Manager in advance.

Use of Farmer's Fees in 2005

The Souderton-Telford Main Streets program will manage the promotions and public relations for the market in 2006.

2005 Farmers Market Income	\$ 1049.16
2005 Farmers Market Expenses	<u>\$ 1617.54</u>
Difference	\$ -567.84

Total Budget as of April 2006 (new vendors are being considered) \$ 1800

Newspaper Advertising Placement \$ 1200

Posters (full color for local biz) \$ 100

Design Time from WordWork \$ 300

Printing costs: \$ 200

Projected Budget: **\$1800**

Marketing and Public Relations Services to be provided by the Souderton-Telford Main Streets program include:

- Design, production, and delivery of newspaper ads, posters, bag-stuffers and flyers
- Event management (if needed)
- Maintain web domain, www.IVfarmersmarket.com and point it to special page on www.souderton-telfordmainstreets.org site. Create information about each farmer and links to their pages, if available.
- Email to market visitors on our 300+ mailing list with news about what's at market on a regular basis.
- Media Releases for market news, opening and events

A detailed marketing plan and budget will be developed by the Main Street manager and approved by the core members of the IV Farmers Market. This plan and budget will be available upon request to participating vendors and farmers.