



## **2015 Suwanee Farmers Market**

Dear Farmers Market Applicant:

As spring approaches, we hope that you are making plans to join us for the Suwanee Farmers Market, now in its eleventh season. This year's Suwanee Farmers Market will be held on Saturdays in our beautiful Town Center Park; there will be no Tuesday markets this year. The Saturday market runs from 8 am to noon from May until the first week in October. Along with the change of retuning to a once a week market, we also have a new market manager, Dawn Hudson.

With each year that passes, we strive to improve the quality of vendors, enhance our communications, and make clear expectations of vendors. This year, we will allow our returning vendors with at least TWO prior years with the Suwanee Market to mail in their applications and licenses. Vendors who have less than two years in the market should attend the meeting at 7 pm on Monday, March 30. This meeting will give participants a chance to learn more about our guidelines and market procedures, submit applications and copies of all current state licenses, and discuss minimum pricing for this year's market. The meeting begins at 7 pm at City Hall, 330 Town Center Ave., Suwanee, GA 30024 in Council Chamber, on the second floor.

The only applications that will be accepted by mail are from RETURNING vendors with a minimum of two years participation. Returning vendors are welcome to attend the annual meeting; however, your presence is not required. Returning vendors' applications must be received by March 30 in order to be considered for the 2015 season. All returning and new vendors will be reviewed for acceptance. Application submission does NOT guarantee a spot in the market. All vendors will be notified by letter by the week of April 6.

We will receive more vendor applications than we can accommodate. We will do our best to provide spaces to farmers providing produce first, and then rotate the remaining spaces among other vendors. Vendors will be rotated based on their availability and the number of open spaces at the market each week.

If you have any questions about the market, please feel free to contact me at 770-945-8996. I look forward to working with you through another great season.

Sincerely,

Amy Doherty  
Events Manager



## 2015 Suwanee Farmers Market Dates

Market Participants Name: \_\_\_\_\_

Please indicate the dates you plan to participate.

All Saturday Dates: \_\_\_\_\_

Or circle selected dates below:

May 2

May 9

May 16

May 23

May 30

June 6

June 13

June 20

June 27

July 4

July 11

July 18

July 25

August 1

August 8

August 15

August 22

August 29

September 5

September 12

**NO MARKET** on September 19

September 26

October 3

# 2015 Suwanee Farmers Market Policy

The Suwanee Farmers Market Policy corresponds with the *Guidelines for Food Products Sold at Events Sponsored by Non-Profit Organizations* distributed by the Georgia Department of Agriculture. The Suwanee Farmers Market reserves the right to also implement its own rules and guidelines to protect consumers.

## What products may be sold?

The Suwanee Farmers Market may include products exempt from the Georgia Food Act, which are not governed by additional state or federal laws and regulations. For example:

- Jams
- Jellies
- Cakes
- Cookies
- Fresh Produce
- Breads
- Pies
- Honey

Products requiring state licenses may be sold when a copy of current licenses issued by the proper authority accompanies the application. These products include:

- Meat Products – Governed by Georgia Meat Compliance Laws
- Eggs – Governed by the Georgia Egg Law
- Dairy Products – Governed by the Georgia Dairy Law
- Organic Products
- Low Acid/Acidified Foods (Canned Vegetables, Pickles, Salsa, etc) –Must have a state license from the Department of Agriculture and completed Better Process Control School.
- Plants – with a current Live Plant License from the Department of Agriculture.

**Other products that may be sold** include flowering container baskets, herbs, trees, or non-consumable items such as soaps, lotions, or candles that are made and sold by the product creator. No business reselling is allowed.

## What products cannot be sold?

Arts and crafts; cooked food items that include meat, such as soups, casseroles, or items requiring consistent heat; non-consumable items. No food vending trailers will be allowed. Baked goods not prepared in a commercial facility or inspected kitchen will not be permitted.

## *Additional Rules and Guidelines*

1. **New market participants are required to attend the annual meeting to discuss rules, policies, and minimum pricing unless they have participated in the market the past two consecutive years. Returning vendors (those who have participated in the market a MINIMUM of two years) will be allowed to mail completed applications in order to participate in the market. All forms from prior vendors are due by Monday, March 30.** All applicants should include current copies of all state licenses required by the Georgia Department of Agriculture. There are approximately 25 spaces at the market.

2. The market manager and City of Suwanee staff will make every effort to limit participants who sell similar items that are not produce-related. Space will also limit the number of participants. Participants who participate in all markets will be given preference over those who cannot participate each week.
3. All products shall be sold by the individual or entity that grew/made the product. **No re-selling from other markets is allowed. No reselling of other farmers' goods is allowed.** You may only sell or represent items grown on land owned by the farmer who is applying for the market.
4. An **assigned** space will be available to participants who pay a one-time permit fee of \$150 per space. (Each space measures approximately 10' X 10'.) Double-booth space is available for \$300. Double-booth space may not be shared or leased to others. The maximum amount of space that may be rented by a participant is a double space. A fee of \$35 per day per space is charged for those unable to commit to full-time participation.
5. Market hours are from 8 am to noon. Farmers may not arrive prior to 7:15 am to set up to sell on Saturday. Farmers may not begin selling prior to 8 am. Farmers may leave the market when they are sold out, even if this is before the close of the market. **ALL VENDORS MUST LEAVE THE PARK BY 12:30 PM.**
6. All processed products should be labeled with the common food name; the name, address, and phone number of the person who made the item; and a list of ingredients using the common food names. *Baked goods should be wrapped for individual sale.* **All baked goods should be covered and wrapped prior to being at the market to prevent bees and insects from being attracted to the market area.**
7. Baked goods should be made in a kitchen that is inspected by the county health department. This may be a commercial facility or a shared kitchen. Please provide address of - or business license for - the shared kitchen. A copy of the contract for commercial facilities should also be provided.
8. We will *not* allow vendors to sell on a Cottage Food License. Items sold at the Suwanee Farmers Market must be prepared in an inspected facility and be properly labeled.
9. Products may only be sold as "organic products" if the proper state certification is displayed and a copy has been submitted with the application.
10. The market manager and City of Suwanee staff have the right to site inspections at any time during the market. New farmers may have a site inspection prior to participation. Those who have been licensed to participate in the Suwanee Farmers Market in past years and had site inspections in previous years may be exempt from site inspections at the discretion of the market manager.
11. Only registered participants of the Suwanee Farmers Market will be permitted to sell at the market.
12. The provision of booths, tents, umbrellas, tables, and chairs is the responsibility of the seller.
13. Each seller shall be required to keep his/her area clean and to remove any trash and objectionable items.

14. Demeanor and service with shoppers are of utmost importance. All sellers at the market are encouraged to be friendly, courteous, truthful, and honest. Customer or participant complaints will be examined and investigated by the market manager. *Sellers who are the subject of complaints may lose privileges at the market.* Smoking by sellers is allowed only in designated areas. Smoking materials should be properly extinguished and discarded...no cigarette butts left on the ground. Profanity by sellers is not allowed.
15. Prices charged for items at the market should be "direct" and competitive with those charged in local food stores. Farmers may be given a suggested price list. Price lists are for the farmers' use only, not to be shown to customers.
16. Each participant shall furnish packaging or containers for the benefit of customers. This may be in the form of sacks, boxes, or baskets.
17. If selling by weight, it is the responsibility of the seller to have Georgia Department of Agriculture-approved scales for weighing the produce. These scales are to be tested periodically. Be sure to give accurate weights; a little extra is better than a little less.
18. All problems relating to the market should be discussed with the market manager or City of Suwanee staff. The market manager or City of Suwanee staff will address customer and vendor complaints.
19. All vegetables and produce sold by volume must also conform to weight standards for that volume as established by the Georgia Department of Agriculture for weights and measures. Example – bushel hamper of Purple Hull Peas must weigh 25 pounds.
20. The market manager and City of Suwanee staff shall maintain exclusive discretion as to the permitting and location of each participant in order to determine the best and most viable mixture of products. Further, the market manager or City of Suwanee staff may exclude any individual or business at their sole discretion and may revoke any participant's market permit with or without cause.
21. Farmers should not move from their assigned spaces for any reason. Violators may be asked to leave the market. In an effort to keep the market efficient, farmers should effectively communicate their dates of participation. If a farmer reserves space and misses three markets during the season without contacting the market manager, the farmer may lose his or her permit and be asked to reapply to the market if they wish to continue their participation. No refund of fees will be given for missed markets.
22. Each participant should have his/her name and address displayed plainly and prominently on his/her vehicle or at the point of sale in order for customers to see with whom they are dealing.
23. Any participant who receives complaints from market consumers for product quality is subject to a new farm inspection. Multiple complaints from market consumers about quality products or suspect items that may not be grown or produced from the vendors may lead to the farmer being asked to leave the market. No refund of fees will be given.

24. Eggs may be sold at the market only with a Georgia Department of Agriculture Candler's Certificate. Recycled egg containers are only permitted if the original processing information has been covered up, and the egg carton must be labeled with a farm name, grade, and expiration date.
25. All vendors should leave the market area when it closes at 12 noon. Vendors MUST exit the park from market vending by 12:30 pm.

Guidelines as of January 8, 2015