



## Indian Valley Farmers' Market 2010 Handbook and Application Form



Sponsored by the Souderton-Telford Main Streets Revitalization Program



## **Indian Valley Farmers' Market 2010 Handbook and Application Form**

### **Contents**

Page 2	2010 Contacts
Page 3	About the Indian Valley Farmers' Market
Page 4	2010 Season Application Form
Page 5	Farmers' Market Agreement
Page 9	Use of Farmers' Fee and Main Streets Promotion Plan

**The 2010 Season will open on Saturday, June 26 and run every Saturday through October 16, 2010.**

### **2010 Market Manager**

Anne Benner

### **Contact Information**

Pam Coleman  
Souderton-Telford Main Streets Manager  
Office Address  
18 Green Street  
Souderton, PA 18964  
Tel: 215-723-6627  
Email: [pam@stmainst.org](mailto:pam@stmainst.org)  
[www.stmainst.org](http://www.stmainst.org)

Erika Pipe  
STMS Office Manager  
Mailing Address  
PO Box 314  
Telford PA 18969  
Fax: 215-723-6628

Anne Benner  
Market Manager  
215-313-6583

### **Market Website**

[www.ivfm.org](http://www.ivfm.org)



Sponsored by the Souderton-Telford Main Streets

## **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 of Directors, Promotion Committee and Main Streets Manager have supported the market both organizationally and with marketing and public relations.

In addition to the contribution by the Souderton-Telford Main Streets 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 has undergone 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. The Train Station and the Freight building underwent renovations in 2007. New food establishments opened in the spring of 2008. Both business owners are enthusiastic about having the Indian Valley Farmers' Market as a Saturday morning neighbor. A new community pavilion will be constructed beyond the Freight Station for various uses. These improvements have been funded through Congressman Charles Dent, Montgomery County, and the Borough of Telford.

**New for 2010**, local artisans will be included in the Market. All artwork and/or crafts must be original and hand crafted to be included in the market.

If you have any questions about the Farmers' Market, please contact Pam Coleman, or the Indian Valley Farmers' Market Manager, Anne Benner.

Pam Coleman  
Main Streets Manager

Souderton-Telford Main Streets CDC  
215-723-6627

**Indian Valley Farmers' Market  
2010 Full Season Application**  
All Applications and fees due June 1, 2010

Farm/Vendor/Non-Profit:

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.ivfm.org

Products Planned to Sell/If Non-Profit, Services Offered:

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 farmers and vendors, who have participated in 2006 season, 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:

(\$200 for farmers and vendors for the full 2010 season)

Received by:

**Indian Valley Farmers' Market**  
**2010 Week-by-Week Application**  
All Applications due the week before attendance

Farm/Vendor/Non-Profit:

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/If Non-Profit, Services Offered:

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 core members of the Indian Valley Farmers' Market. They vote to accept each week-to-week participant and their product plans. The Souderton-Telford Main Streets staff will advise you of the results. We wish you a great season!*

Date Approved:

Date Fees Received:                      Amount:

(\$15 per week for    weeks)

Received by:

**2010 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 2010 season. The Souderton-Telford Main Streets program, a not-for-profit organization funded by Souderton and Telford boroughs and the Pennsylvania Department of Community Development, sponsors the market organization.

**Purpose:** To improve the marketing and sales of locally grown farm produce, locally made food items, baked goods and handcrafted items made by the person selling the product 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.

Pam Coleman is the Main Streets Manager. Anne Benner will serve as the Market Manager for the 2010 season.

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 \$200 before the Market opens on June 26. 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 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.

**2010 Fee** is \$200 for the season of **Saturdays from June 26 to October 16**. The completed application is due June 1, 2010. Full season payment for approved applications is due by June 1, 2010.

**2010 Fee for week-by-week attendance** is \$15 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 "2010 Farmers' Market Dues" on the check. Checks should be mailed to:

Souderton-Telford Main Streets

Attn: IVFM

PO Box 314

Telford, PA 18969

### **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 and STMS volunteers 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	Handmade Arts and Crafts
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:** Official hours of the market are from **8:30 am to 12:30 pm**. 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 of 12:30 pm. (Please note that no one is expected to turn away sales that continue beyond 12:30 pm., but the market will begin breaking down at that 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. Other farmers and vendors may question activities that seem to exceed normal sales practices. The Main Street Manager or volunteer will assist in finding a resolution. If this fails, the Main Street Manager or volunteer 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 Main Street Manager or volunteer.

**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.

***Every vendor is responsible for making sure the barriers are in place during the market hours to keep customers from driving vehicles in to the designated market area. Customers have a tendency to pull into the market area creating a safety issue for pedestrians.***

**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 Streets 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.

**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.ivfm.org](http://www.ivfm.org) and point it to special page on [www.stmainst.org](http://www.stmainst.org) site.
- Email to market visitors on our 500+ mailing list with news about what's at the market on a regular basis.
- Media Releases for market news, opening and events

The Main Streets manager and the Promotions Committee will develop a detailed marketing plan and budget. This plan will be provided to the core members of the IV Farmers' Market. This plan and budget will be available upon request to participating vendors and farmers.

Updated: 3/1/2010