



Welcome to the 2018 Jefferson Farmers Market

We are excited to kick off our new season! We are here to support you and make this a successful experience for everyone, so please do not hesitate to contact us should you have any questions.

JEFFERSON FARMERS MARKET ■ VENDOR GUIDELINES

1. The Jefferson Farmers Market vendor dues are \$25.00 for the entire summer season. This fee must be paid at the time of registration. Please let our staff know if you need to receive an invoice or receipt.
 - Early registration and payment helps expedite the vendor approval process and booth space assignment. Vendor fees will not be accepted on a week-by-week basis. Refunds will be given to those vendors not approved to participate in the Jefferson Farmers Market. No other refunds will be given for any reason.
2. The Jefferson Farmers Market will be open every Saturday during the months of June, July, August and September (including holidays). Market hours are 8:00am to 12:00pm. All approved vendors will be assigned a regular booth space for their use every week. Once all available booth spaces have been filled, additional approved vendors will be placed onto a vendor waiting list.
 - Vendors must contact our Market Manager by Wednesday of each week to confirm their attendance for the coming Saturday. Empty booth spaces will be temporarily filled with vendors from our waiting list. Non-attendance or non-communication for three consecutive weeks will be considered a violation of the JFM rules, and the vendor will be subject to removal from our Market.
 - ❖ Waiting list vendors will be contacted according to their position on the waiting list in correlation with the type of products they sell.
 - ❖ Waiting list vendors that are asked to fill temporary booth space openings will pay \$5.00 per week that they are called, with a maximum fee of \$25.00 during the Market season.
 - ❖ Waiting list vendors that are asked to fill a permanent booth space opening will be required to pay the full season fee of \$25.00. Any previous payments made during the season will be deducted from the total due.
 - The Market Manager will make all booth space assignments for the season. The Market Manager may require a vendor to move from one booth space to another at any time, for any reason. However, vendors are not to move to another booth space without the approval of the Market Manager. No vendor shall sell, lease or allow another vendor to use their assigned booth space.

- Approved vendors must arrive at the Market no later than 7:30am to allow for adequate set-up time. Vendors who arrive after the Market has opened at 8:00am will not be allowed to participate for the day; unless prior arrangements have been made with the Market Manager.
3. All products sold at the Jefferson Farmers Market must be produced, made, or grown in Georgia. Those selling must be the original producers, family members of the producers, or employees of the producers of all items being sold. No reselling of outsourced products is allowed. Using the JFM vendor application, please specify all the items you intend to sell at our Market.
- Allowable items include: fresh vegetables, fruits, nuts, plants, cut flowers and herbs, melons and gourds, baked goods, jams & jellies, honey, oils, soaps, candles, and handmade artisan items such as art and pottery. As well, a limited number of vendors will be allowed to sell freshly prepared beverages and food for on-site consumption.
 - Products offered should be of the highest quality possible; and should be free from product damage and spoilage. This helps ensure clean and healthy products for our customers, and repeat business for our vendors.
 - Only items listed on your vendor application may be sold. Vendors must notify the Jefferson Farmers Market Manager in writing, of any additions, and receive prior approval to sell those items.
 - Vendors must sell items by the container, bag or piece. No scales will be allowed. The pricing of goods is at the discretion of the individual vendor, and must be clearly displayed at your booth. Pricing should be set in keeping with customer satisfaction and consideration of other Market vendors. Product samples may be given, but cannot be sold.
 - There is no guarantee that any vendor will be an exclusive seller of any type of product. Exclusivity cannot be promised. However, a limited number of vendors will be allowed for specific product types, excluding fresh produce. All applications are reviewed by our Market staff to guarantee a wide variety for our customers, as well as making it profitable for our participating vendors.
 - The Jefferson Farmers Market reserves the right to inspect or visit any vendor farm or establishment, as may be necessary throughout the season. Visits will be made with advance notice, at the convenience of said vendor and Market staff. Refusal to allow an inspection will be considered a violation of JFM rules and will constitute removal from our Market.
4. Each vendor must provide their own set-up, including but not limited to: tents, tables, chairs, bags, change, and any additional items necessary for the sale of your products. Vendors are responsible for the set-up and take-down of their displays. The vendor's name must be clearly displayed at their booth, and products should be displayed in an attractive manner. All vendor booths should be kept clean and orderly.
- New for 2018: In an effort to help our vendors and create a more cohesive look, JFM will be providing one 6 foot folding table and one 10x10 EZ-Up to each vendor in attendance at the market. These tables and pop-ups remain the property of JFM and will be provided on a weekly basis. Vendors are responsible for setting up and taking down the provided booth table and pop-up. Vendors are welcome to bring their own additional tables, or opt to not use the JFM table at all. (Table coverings/cloths are not provided.) Pop-ups are also optional though encouraged. These items will be provided each week and are not to be taken home by the vendors. Please note that by signing the vendor application you are agreeing to be responsible for the set-up and take-down of these items provided for your booth space, and to treat them with care. Approved usage of these items will be at the discretion of the Market Manager.

5. Vendors are responsible for maintaining a clean and healthful selling space. Please be respectful of our downtown businesses and properly dispose of any debris you may have accrued during the Market hours. Vendors may be subject to a monetary fine or removal from our Market if messes are left in their area at the end of the day.
6. Vendors will help to promote the Jefferson Farmers Market by putting out any posters or signs provided, by wearing their JFM gear, by word of mouth, and by sharing on social media. This promotion directly benefits the vendors and is a crucial part of making the market a success. So please tell a friend!
7. Vendors are required to park in the lower parking lot behind the Subway building. The upper lot parking is intended for the convenience of our Downtown businesses and JFM customers. No vendor vehicles are to remain in the upper lot. *Selling from parked vehicles must be pre-approved by the Jefferson Farmers Market Manager.*
8. Vendors are not allowed to solicit for political or religious purposes.
9. No smoking is allowed in our Market area. Please step into the lower parking lot to do so. Cigarette butts must be disposed of properly.
10. No pets are allowed within the Market booth spaces, with the exception of service animals.
11. The Jefferson Farmers Market will not discriminate against anyone because of race, color, creed, national origin, sex, age, disability or sexual orientation. Our goal is to create a fun, safe and friendly market for our vendors and our community. Vendors are expected to treat each other, JFM staff, and JFM customers with respect and kindness. Complaints will be investigated by our Market staff, and removal of any offending vendor may be necessary.
12. The Jefferson Farmers Market has a dedicated Market Manager. She will work directly with the Main Street Jefferson Manager to make sure that the Market runs smoothly and is promoted to its full extent. Any questions, complaints, or suggestions should be addressed directly to the Market Manager.
 - The Market Manager has final authority on vendor approval and booth space assignment. As well, the Market Manager is empowered to answer questions, make decisions, and solve any problems or disputes on the day of the Market. In the absence of the Market Manager, her assigned representative has final authority.
 - Contacting the Jefferson Farmers Market Staff:

JFM MANAGER & MARKETING DIRECTOR
Diana Norton-Bagwell
Email: diana@jeffersonfarmersmarket.com
Cell Phone: 706-338-4390

MAIN STREET JEFFERSON MANAGER
Beth Laughinghouse
Email: blaughinghouse@cityofjeffersonga.com
Office Phone: 706-367-5714

JEFFERSON FARMERS MARKET ■ 28 COLLEGE STREET, JEFFERSON, GA 30549 ■ 706-367-5714

Fresh ■ Local ■ Fun



2018 MARKET VENDOR APPLICATION

Thank you for your interest in the *Jefferson Farmers Market*. Our goal is to provide our patrons with a great variety of fresh and local products. Additionally, we want all of our vendors to be successful, therefore it may sometimes be necessary to limit the number of vendors in a given category. Please complete all sections of this application, and return it to our Market staff for review. Assigned locations and instructions will be provided via your preferred contact method. Our vendor participation fees are due and payable upon registration. These fees are non-refundable. Please refer to our guidelines for additional information.

PLEASE CHECK ONE: RETURNING VENDOR NEW VENDOR

Company Name (DBA): _____

Primary Contact (First & Last Name): _____

Business or Home Phone: _____ Cell Phone: _____

Mailing Address: _____

City: _____ State: GA Zip: _____

Email Address: _____

Business Website or Facebook URL: _____

<p>TYPE OF VENDOR (Please Check All That Apply):</p> <p><input type="checkbox"/> Farmer: <i>Selling vegetables, fruits, and dairy products grown or produced on their own property.</i></p> <p><input type="checkbox"/> Grower: <i>Selling flowers, plants, and herbs grown on their own property.</i></p> <p><input type="checkbox"/> Baker: <i>Selling homemade baked goods, such as bread, pies, cookies, etc.</i></p> <p><input type="checkbox"/> Specialty: <i>Selling homemade jams, jellies, sauces, honey, oils, soaps, etc.</i></p> <p><input type="checkbox"/> Artist: <i>Selling their own creations of locally made art, furniture, pottery, etc.</i></p> <p><input type="checkbox"/> Food & Beverages: <i>Selling locally prepared products intended for on-site consumption.</i></p>	<p>ITEMS YOU PLAN ON SELLING AT OUR MARKET (Please Be Specific):</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
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Are any of your items processed, prepared, or purchased from other sources? If yes, please explain:

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Yes, I would like to use a JFM table. Yes, I would like to use a JFM pop-up.

No, I do not want/need to use a JFM table. No, I do not want to use a JFM pop-up. Using Mine Not Using One

By signing this form, I hereby release and forever hold harmless the City of Jefferson, the Main Street program, its principals and anyone affiliated, from any responsibility for damage, loss, or injury of any kind. The City of Jefferson has my permission to photograph me or my products for advertising, publicity, and archival purposes. I have read the terms and conditions set forth in the Jefferson Farmers Market Guidelines and agree to abide by them; as well as any applicable Local, State or Federal rules and regulations regarding food growing, processing, and handling.

Signed: _____ Date: _____



2018 MARKET VENDOR BIO SHEET

Thank you for taking the time to complete this form, which will give us an overview of your business for promotional purposes. Some of this information will be used on our Market website and Facebook page, to help showcase each of our vendor's products and services. Make sure you include anything that you would like prospective buyers to know about you and nothing that you don't want available for public access. Please only answer what you are comfortable with.

PLEASE CHECK ONE: RETURNING VENDOR NEW VENDOR

Company Name (DBA): _____

Primary Contact (First & Last Name): _____

Would you be interested in participating in the JFM sponsored Geocache Trail? (circle one) YES NO

Would you be interested in participating in future JFM sponsored farm tourism programs? (circle one) YES NO

New Vendor JFM Gear! Your T-Shirt Size: _____ Bumper Sticker or Window Cling? (circle one)

Returning Vendor JFM Gear! Apron or Hat? (circle one) Bumper Sticker or Window Cling? (circle one)

PUBLIC INFORMATION

Products/Services: _____

How long have you been operating this business? _____

What got you started in this business? _____

Tell us your story: _____

Is your farm or business open to the public? YES NO If yes, hours/days: _____

Physical Address: _____

City: _____ State: GA Zip: _____

Can customers contact you for special orders? YES NO If yes, how? _____

Business Website or Facebook URL: _____

Do you have photos you would like us to use? If yes, please email directly to: diana@jeffersonfarmersmarket.com

By signing this form, I hereby release and forever hold harmless the City of Jefferson, the Main Street program, its principals and anyone affiliated, from any responsibility for damage, loss, or injury of any kind. I give permission for my information, as provided above, to be used on the Jefferson Farmers Market website and Facebook page, as well as other promotional pieces used for the advertising of the Jefferson Farmers Market.

Signed: _____ Date: _____