



market

OPENS APRIL 28, 2007

www.c-streetmarket.com

417-865-6025

THE COMMERCIAL STREET
market
321 E. COMMERCIAL

C-STREET MARKET

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ABOUT THE C-STREET FARMERS MARKET

2007 COMMITTEE ROSTER

Market Chair, Carolyn Elder
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celder@imarlin.com
info@c-streetmarket.com

Market Manager, Ray Hackett (CanHackIt Farm)
 p. 759.2483 (BITE)

Market Committee members:
 Mary Collette
 Nicole Corwin

MISSION

To provide a venue that supports sustainable agriculture and local craftsmanship while promoting and offering better food for a better quality of life in the Ozarks.

CRITERIA FOR VENDOR SELECTION & GOVERNANCE

GENERAL ACCEPTANCE

C-STREET MARKET is committed to creating a diverse marketplace with the highest quality, locally produced products available. Although C-STREET MARKET will not be bound to apply a particular set of selection criteria in every instance and must reserve unconditional discretion to accept or refuse anyone as a C-STREET MARKET Vendor, the market considers many factors when evaluating Vendor applications:

- a) **Agriculture**
 Priority is given to those regional farmers and producers who bring product to market that is 100% grown and harvested on farmland that they own and/or operate. Preference will be given to the most local producer when a space becomes available at the market, without compromising quality. Farmers have priority over Processed and On-Premise Prepared Foods Producers who use environmentally responsible growing, breeding, raising and harvesting methods.
- b) **Product Quality and Presentation**
 Consistently high product quality: fresh, flavorful, and ripe
 Clean and attractive displays
 Courteous, customer service oriented, and knowledgeable staff
 Foster a connection between the producer and the consumer
- c) **Conduct and Compliance**
 History of compliance with market rules and federal, state and local regulations
 Vendor conduct toward customers, fellow Vendors, market staff and volunteers
 Timely submission of application, licenses and other market correspondence
 Billing and payment history.

- d) Product Balancing**
 Products which are unique or unusual
 Products not already represented in the market
- e) Food Safety**
 Adheres to the highest standards in safe food production and handling practices
- f) Seniority**
 Number of years Vendor has sold at C-STREET MARKET
 Number of C-STREET MARKET markets at which Vendor sells
 Attendance record
 History of compliance with Market Rules
- g) Space Availability**
 Admission to C-STREET MARKET is subject to space availability
- h) Processed Foods**
**VALUE-ADDED FARM FOODS,
 NON-FARM PROCESSED FOODS AND
 ON-PREMISE PREPARED FOODS**
 In addition to the factors and criteria for General Vendor acceptance, processed food and on-premise prepared food must be submitted for product jury. This includes growers with value added products. Products are evaluated on the following factors:
- a) Ingredient Sourcing** (in order of priority)
 Products available locally are expected to be sourced locally **and** directly from their producers
 Grown by processor
 Sourced from C-STREET MARKET Vendors
 Sourced locally and directly (MO or Northern AR)
- b) Production**
 Priority will be given to products processed by the Vendor over products produced by a second party or co-packer
- c) Artisan Quality**
 Flavor
 Smell
 Texture
 Unique and handmade of the highest quality
- d) Market Needs**
 Product complements C-STREET MARKET mission i.e. demonstrates our direct producer to consumer values and reflects seasonal availability of products
 Market product balance and space availability
- e) Labeling/Packaging**
 Legal requirements (weight, ingredients, etc)
 Low environmental impact
 Aesthetics (does not resemble commercial-style packaging)

BUSINESS CATEGORIES

A. DEFINITIONS OF VENDOR BUSINESS TYPES

Vendor is an owner/operator of a business entity approved to sell at the Market by the Market Management. A Vendor may not operate under a franchise agreement. A Vendor may not share stall spaces with other entities, except in the case of a Collaborative. Different types of Vendors at the market are:

Farmer is a person actively involved and invested in the planting, growing and harvesting of agricultural product on owned, rented, leased or share-cropped land.

On-Premise Prepared Food Vendor is a person who sells food that is freshly made and available for immediate consumption on site.

Processor is a person actively involved and invested in the processing of product sold at the Market. A Processor may sell Processed Farm Foods, Value-Added Processed Foods, and On-Premise Prepared Foods.

Producer is a person actively involved and invested in the growing, raising, harvesting, fishing, wild-crafting, or producing of the product sold at the Market. A Producer may sell Fish and Seafood Products and Wild-Crafted/ Foraged Products.

Product Representative is a person who does not grow, raise, produce, process or gather the product themselves. This type of Vendor sells particular types of products not otherwise available at the Market.

B. GENERAL REQUIREMENTS FOR ALL BUSINESS CATEGORIES

Application and Agreement. All perspective Vendors must complete and sign a C-STREET MARKET Vendor Application and Agreement.

Membership Fee. C-STREET MARKET membership fee is included in all annual Guaranteed Space Reservation Fees. Any person(s) interested in being a part of the market without having to pay in advance or even be a vendor can become a member for a \$10.00 fee.

Documentation. All Vendors must provide C-STREET MARKET copies of all relevant documents.

Product Declarations. Vendors are required to submit a complete list of all products they wish to sell with their application. Vendors must have pre-approval from Market Management before selling any product.

Note: if Vendors wish to add to their original list, they must submit additions to the Market Manager in writing for approval a minimum of one week before they wish to sell the product(s).

Prospective Vendor Meeting. All new accepted Vendors are urged to attend our Prospective Vendor Meeting on March 13, 2007 to get a copy of the market handbook, fill out vendor application, pay fees and ask questions.

Insurance Requirement. C-STREET MARKET is not responsible for any loss or damage incurred by Vendors. C-STREET MARKET suggests that all vendors maintain liability insurance naming C-STREET MARKET as an additional insured. For those with insurance, a copy of the Certificate of Insurance must be provided upon notification of acceptance prior to attending the Market.

Approval of Selling Privileges. Market's approval of selling privileges for a Vendor is always for a specified period and never exceeds one market season (April – Oct).

Overlap. Vendors whose products or practices place them in more than one category are subject to all the requirements of each category.

Exclusivity. The Market does not offer exclusive rights to any one Vendor to sell any one product. Market customers generally benefit from having a choice.

Criteria. Criteria for admission to the market is detailed on pages 2-9 and is subject to space availability.

Transfer of Space. Vendors may not sublet stall space to others. Pre-paid fees are non-transferable to other market dates or Vendors. If a Vendor sells his or her business, he/she may not transfer their market spaces to the new owner.

Management Discretion. Market Management reserves the right to deny a Vendor's application, to prohibit anyone from selling at the Market, or to prohibit any product from being sold at the Market.

C. SPECIFIC BUSINESS CATEGORY REQUIREMENTS

Farmer. If a Farmer farms on land(s) he/she rents or leases, he/she must provide the Market with a copy of the signed lease agreement(s).

On-Premise Prepared Food Vendor. Vendor must have a Temporary Food Establishment License. See Fee and Payment Procedures, pages 10-12.

Processor. Processor must provide C-STREET MARKET with all applicable copies of licenses as appropriate to their product. Vendors are responsible for knowing and acquiring all necessary licenses. For an overview, see What kind of license do I need?, pages 14-17.

Product Representative. Product Representatives must provide special signage identifying themselves. Signs must be prominently displayed in their booth.

Product Representatives' products must meet strict criteria and align with the mission of the Market.

PRODUCTS

A. DEFINITIONS OF PRODUCT CATEGORIES

All products must be grown, raised, produced, caught, or gathered by the Vendor in Missouri or Northern Arkansas, and must be pre-approved before being sold at the Market. The categories and definitions of products to be sold at the Market are:

- a) **Farm Products** are grown or raised by the Farmer upon land that s/he controls through ownership, lease, rental, or other legal agreement. These products are fresh fruits and vegetables, nuts, honey, eggs, herbs, and meat and dairy products.
- b) **Processed Farm Products** are farm products made from raw ingredients, a majority of which are grown and produced by the Farmer. These products include all farm products that must in some way be processed including

cheeses, dairy, meats, viticulture, dried fruits and vegetables, juices, jam or other processed agricultural and livestock food products. Some processed farm products are not processed by the farmer but are processed products which the Vendor made from raw ingredients purchased from a local farmer which have been cooked, canned, dried, baked, preserved, or otherwise significantly treated.

C-STREET MARKET recognizes the distinction between processed farm products made by the farmer and those that are purchased and then processed.

- c) **Fish and Seafood Products** are raised or caught by the Producer in Missouri or national waters.
- d) **Nursery Products** are grown or raised by the Farmer upon land that s/he controls through ownership, lease, rental, or other legal agreement. Nursery products are fresh cut or potted flowers, bedding plants, seeds, perennials, annuals, trees, or shrubs that are propagated from seed, cuttings, bulbs, plugs or plant divisions.
- e) **Wild-Crafted/Foraged Products** are mushrooms and wild berries gathered from public or private land by the Vendor.
- f) **Processed Food Products** are: Processed Farm Products, Value-Added Foods, and On-Premise Prepared Food.
- g) **Processed Farm Products** (see Farm Products above)
- h) **Value-Added Foods** are processed products which the Vendor made from raw ingredients which have been cooked, canned, dried, baked, preserved, including artisan baked goods, spreads, and condiments.
- i) **On-Premise Prepared Foods** are freshly made foods available for sale and immediate consumption on site.

Processed Non-Food Agricultural Products are agricultural by-products of products which the Vendor has grown/produced that are not edible, have been altered from their raw state, and are handcrafted or processed at the farm by Vendor.

B. GENERAL PRODUCT RULES

1. All products must be grown, raised, produced or gathered by the Vendor in Missouri or Northern Arkansas, except as otherwise provided in this document.
2. On occasion, to attract particular types of products not otherwise available at the Market, the Market may allow consignment arrangements or other sales by persons other than those who grow, raise, produce or gather the product.
3. On a limited basis, the Market may allow some booths that offer services for cooks and gardeners.
4. All products shall be of good quality as determined by Market Management.

C. SPECIFIC PRODUCT RULES

Livestock or Dairy Products. Products administered growth hormones, such as rBGH, may not be sold at the Market.

All meat and dairy products must be labeled as processed food products in accordance with MDA requirements for processed food products. See Food Safety Guidelines, page ?? for more details.

Nursery Products. Dried flowers and wreaths must be made by materials grown or gathered by the Vendor.

Wild Mushrooms. Vendors wishing to sell wild mushrooms must:

- List each type of mushroom by common and scientific name on their application.
- List training and experience in mushroom collection.
- Provide copies of the public lands collection permits or private approval.
- Applicants may be required to pass an interview with a mycology expert or take a test to establish that he/she can identify species reliably, can collect responsibly from the resource, has the appropriate permits and will bring quality product to market that they themselves are collecting (not buying and reselling).
- Signage at Market must accurately identify all mushrooms and note that product is wild crafted or gathered.
- Prominently display mushroom safety information provided by the Market.

Processed Farm Value-Added and On-Premise Prepared Processed Food Products.

Vendors wishing to sell processed food products must:

- List all products to be sold at the Market on their application.
- List all sources of ingredients in the products to be sold at the Market. **It is expected that the Vendor will use raw ingredients that are grown locally, as appropriate for the product.**
- Detail any part of the processing not done by the Vendor and provide appropriate documentation of any second party processor or co-packer.
- Packaged processed foods must be labeled with the following information: name of product, net weight, ingredients in descending order by weight, and name and address of the producer or distributor. See What Licenses Do I need for details, page ??.
- Priority will be given to Vendors who use products from participating farms, process the product themselves, and who highlight regional produce and seasonal ingredients.
- If a Vendor would like to introduce a new product into their mix, he/she must let Market management know one week before selling it at the Market.
- A limited number of On-Premise Prepared, Processed Farm and Value-Added Food Vendors will be allowed.

Processed Non-Food Agricultural Products.

- Vendor must list all Processed Non-Food Agricultural Products on their application.
- Vendor is required to specify the sources of the components of any non-food products.
- Products must be handcrafted or processed at the farm by the Vendor.

Product Additions. Vendors wishing to add products to their application mid season should let Market Management know about the new products at least one week prior to when they wish to sell it.

VENDORS

A. GENERAL VENDOR GUIDELINES

1. Farmers and Producers are encouraged to use environmentally responsible methods of production.
2. We suggest producers provide clear, written information about production methods which can be available to any consumer who requests it.
3. Customer queries regarding farming practices should be answered factually and knowledgeably.
5. To allow for customer parking, Vendors should park at the parking site designated for Vendors (lot to the North of the market Pavilion).
6. Vendors should off-load their packed products and supplies in their space, park their vehicles and then return to unpack their product and set the booth space. The reverse should be true for load-out.

B. SPECIFIC VENDOR RULES

Compliance with Health, Safety and Related Laws. Vendors and their employees are responsible for informing themselves about and complying with federal, state and local health regulations and licensing requirements governing the production, display, distribution, sampling and sale of their products. Vendors providing samples of their products must comply with the rules governing market sanitation and health issues. See Food Safety Guidelines on page ?? in this handbook.

Permits and Licenses. Vendors shall provide C-STREET MARKET with copies of any permits and licenses applicable to the sale of their products. Some examples are nursery licenses for bedding plants, organic certification, scales, meat seller licenses, and licensed kitchens for processed foods.

SEE American Organic Standards document:
<http://www.ota.com/pics/documents/AOS032003.pdf>

Vendors must post their organic certification in their stalls if Vendor claims as such.

On-Site Sales Personnel. Family members or verifiable employees paid hourly, on commission or by salary may sell Vendor's products at the Market. If employees are used, the market may request proof of employment. Vendors are responsible for making sure that all persons working at their booth are familiar with and adhere to all market rules, regulations and guidelines. On-Site Sales Personnel do not set the price, nor retain ownership of the product.

Electricity. Vendors requiring electrical power are responsible for providing their own outdoor extension cords and mats to cover any and all portions of the cord that lie in any area utilized by market customers. C-STREET MARKET cannot guarantee electricity to its Vendors.

Vendor Identification. Each booth space must prominently display a sign clearly identifying the farm or business by name and the location of the farm or business. Signs must be a minimum of 11" x 17" with lettering at least 3 inches high. Signs must be in place by opening. All descriptions of products must be accurate and truthful.

Uncertified Claims. Written and verbal declarations regarding pesticide or chemical use which cannot be certified such as unsprayed, no spray, and pesticide free will need a written statement, submitted with the Vendor application, attesting how these procedures are followed. Vendors are required to produce the written statement about production methods for any consumer who requests it and should have copies of the statement available in his/her space.

Offensive Marketing Techniques. Vendors are not permitted to use the following techniques while at the Market: hawking, calling attention to products in a loud repetitive public manner, and selling products in an aggressive way. When aisles are particularly crowded, standing in the aisles while providing samples to customers is not permitted.

Conduct and Courtesy. While at the Market, Vendors are expected to behave courteously to customers, other Vendors, Market staff, and volunteers, and to conduct themselves professionally at all times.

Vendors are not to publicly disparage other Vendors, products, or markets.

Booth Equipment. Vendors must supply their own booths or tables. Booths and tables must not be a hazard to the public or other Vendors.

Canopies. Vendors with On-Premise Prepared Foods and baked goods are required to have a full canopy covering their booth. An umbrella is satisfactory if it is sufficiently weighted and covers the entire table area.

Prices. All items for sale must be clearly marked with their retail price. Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board. Bargaining with customers is permitted.

Clean and Safe. Vendors are responsible for keeping their space clean and attractive during market hours and must clean up their space after the market closes, including sweeping up any debris and removing trash.

Space Assignment. The Market Manager assigns day stall spaces to Vendors as they arrive at the Market. Vendors with guaranteed stall reservations may occupy their spaces upon arrival. Reserved spaces not occupied 15 minutes prior to opening may be reassigned to another Vendor.

Operations Guidelines. Vendors are responsible for informing themselves and their staff, and expected to comply with individual market guidelines which are listed in this handbook. Additional copies will be available for your staff. **These guidelines are part of the Market rules.**

ENFORCEMENT

1. All rules of the Market are enforced by the Market Manager or his/her designee, who has ultimate on-site authority. Complaints or problems should be directed to the Market Manager in a timely manner.
2. If a Vendor does not abide by the rules of C-STREET MARKET or comply with federal, state and local regulations, applicable to Market participation, the Market Manager or

designee may take any action deemed appropriate, including assessing fines or barring the Vendor from selling at the Market for that day and any future Market days.

5. Vendors are never issued fines due to noncompliance. Instead, the C-STREET MARKET reserves the right to limit the selling days/times of vendors who don't abide by market rules or request that vendors leave the C-STREET MARKET.

6. Customer complaints will be forwarded to Vendors and kept on file. Complaints may result in disciplinary action including removal from the market.

7. C-STREET MARKET reserves the right to visit and inspect the farm or business of any Vendor and to request any documents verifying business or employee status.

8. The Market Management reserves the right to make exception to these C-STREET MARKET rules and guidelines at its discretion.

GREIVANCE PROCEDURES

1. Complaints or problems should be directed to the Market Management in a timely manner that is not disruptive to the Market.

2. Vendors who have concerns regarding other Vendor compliance, Market staff, safety or policies should complete a Concern Form. Forms will be available from the C-STREET MARKET Chair. Each Concern Form is reviewed by the C-STREET MARKET Committee and the concerned Vendor will receive a specific written response within two weeks. See example Concern Form, page ??.

3. A Vendor may appeal any decision of the Market Manager or Chair concerning violation of these rules within 30 days. An appeal must be presented in writing to the C-STREET MARKET Committee. A decision by the C-STREET MARKET Committee shall be issued within 30 days of receipt and constitute a final and binding decision of any appeal.

FEES AND PAYMENT PROCEDURES

DEFINITIONS

Daily Set-up Fee: Fee for single 8'x10' booth not reserved in advance.

Single Space: Vendor space consisting of an 8'x10' space.

Multiple Spaces: 2 or more contiguous 8' x 10' Vendor spaces.

Pavilion Space: Vendor space (8'x10') situated under the pavilion.

Guaranteed Space Reservation: Space reservations paid in advance for a set period of time. Space location is assigned prior to attendance.

FEE STRUCTURE

Daily set-up Fees (single 8x10' space)

- Saturday morning ONLY (\$5)

 Tuesday evening ONLY (\$3)

Guaranteed Space Reservation (single 8x10' space)

- Saturday morning ONLY (\$75/yr)

 Tuesday evening ONLY (\$50/yr)
- Both days (\$100/yr) **SAVE!**

Guaranteed Space Reservation (double 16x10' space)

- Saturday morning ONLY (\$100/yr)

 Tuesday evening ONLY (\$75/yr)
- Both days (\$150/yr) **SAVE!**

NOTE: Three contiguous spaces are the maximum allowed on Saturday.

On-Premise Prepared Food

The fee for selling prepared food for immediate consumption is 10% of the Vendor's gross revenue, with a **minimum fee equivalent to the rate of the booth type** occupied by the Vendor (eg 8'x10', 16'x10'). This fee is collected by the Market manager daily.

Membership Fee

C-STREET MARKET membership fee is included in all annual Guaranteed Space Reservation Fees. Any person(s) interested in being a part of the market without having to be a vendor can become a member for a \$10.00 fee payable to the C-STREET MARKET Chair.

Check Cancellation Policy

It is Vendor's responsibility to notify C-STREET MARKET **in writing** of any change of mailing address.

Payment Methods

Vendors may pay the market using cash or check only, made out to the C-STREET MARKET and given to the Market Manager or Market Chair.

Exceptions include Daily Set-up Fees and On-Premise Prepared Foods. Payment for both is due at the close of Market day.

Guaranteed Stall Reservations

Full Season: Saturday - 27 weeks; Tuesday - 27 weeks

For the Vendor who knows they will be at the market every week. In return for their commitment, full season Vendors are eligible for discounted pricing options.

Discounted pricing options:

- | | |
|---|---|
| 1. Full season advanced payment Saturdays | SAVE \$60 over daily set-up fee! |
| 2. Full season advanced payment Tuesdays | SAVE \$31 over daily set-up fee! |
| 1. Full season advanced payment Sat/Tue
(single and double spaces) | SAVE \$25 |

Daily Set-up Fee

For the Vendor who is unsure of their product availability and is interested in a space on a weekly call in basis, or who is waiting for a reserved space.

Payment Method

Daily set-up vendors may remit payment by check or cash to the C-STREET MARKET Manager on the day of market in which they are participating.

On-Premise Prepared Food

Because On-Premise Prepared Food Vendors pay a percentage of their gross sales, fees are collected after the market by the Market Manager. Please remit payment in the form of cash or check.

Anonymous Sales Reporting

Vendor is responsible for providing C-STREET MARKET their gross sales for each market by market close.

Fees may be paid by check, credit card, money order, or token redemption funds. **Token redemption funds will be held while there are missing sales reports or unpaid fees.**

Cancellations, Refunds and Additional Policies**Cancellations**

1. Vendors with guaranteed stall reservations are responsible for occupying that space for the duration of the term they reserved.
2. Vendors not able to attend a reserved market date are required to call or email the Market Chair with as much notice as possible.
4. No Refunds will be given.
6. **Vendors who cancel their space without appropriate notice or by not showing up at market will not receive a refund.**
7. **Repeated non-appearance may result in loss of guaranteed space privileges.**
8. Guaranteed stall reservations will be held until 15 minutes prior to the market opening. Vacant spaces will then be allocated as daily set-up spaces. If possible, the Market Manager will assign the Vendor a space when they arrive.
10. Cancellations of market season due to health, business, or other extraordinary reason, any markets that have previously been paid for will be pro-rated. The remainder of the season booth space will be cancelled.

Transfer of Space Assignments

1. Vendors may not sublet stall space to others.
2. Pre-paid fees are non-transferable to other market dates or Vendors.
3. Reservation of spaces establishes no right to, or guarantee of, space rental in subsequent years.
5. Change in space assignment for Vendors with guaranteed stall reservations may occur at the Market Manager's discretion.

Unpaid Fees

1. Vendors with unpaid fees due at the end of the season will not be allowed to return the following year.

OPERATIONS GUIDELINES & MAPS**UNLOADING & LOADING**

- Unloading & booth set-up is not permitted until time specified in individual Market Operation Guidelines.
- Vendors who do not have their space assignments should ask C-STREET MARKET Manager or contact the C-STREET MARKET Chair.
- Stage your products and supplies at your space, park your vehicle and then return to finish setting-up.
- For the safety of customers and Vendors, Vendor vehicles must be removed from the market after specified times for set-up and are not allowed in the markets for take-down before specified times.
- Late arrivals will have to load-in from the perimeter of the Market.
- Vendors are not allowed to sell products before the market opens.
- Vendors are prohibited to drive on grass at any C-STREET MARKET site.
- Vendors are asked to park at the parking site designated for Vendors (North of the Market Pavilion) to allow for customer parking.
- Before you drive up your vehicle to load out, booth should be broken down and ready to load out.
- Vendors may not line up on the streets surrounding the market and block traffic while waiting to drive into the Market for loading or unloading.
- Even if you sell everything you bring, booth disassembly is not permitted until the Market has reached closing time.

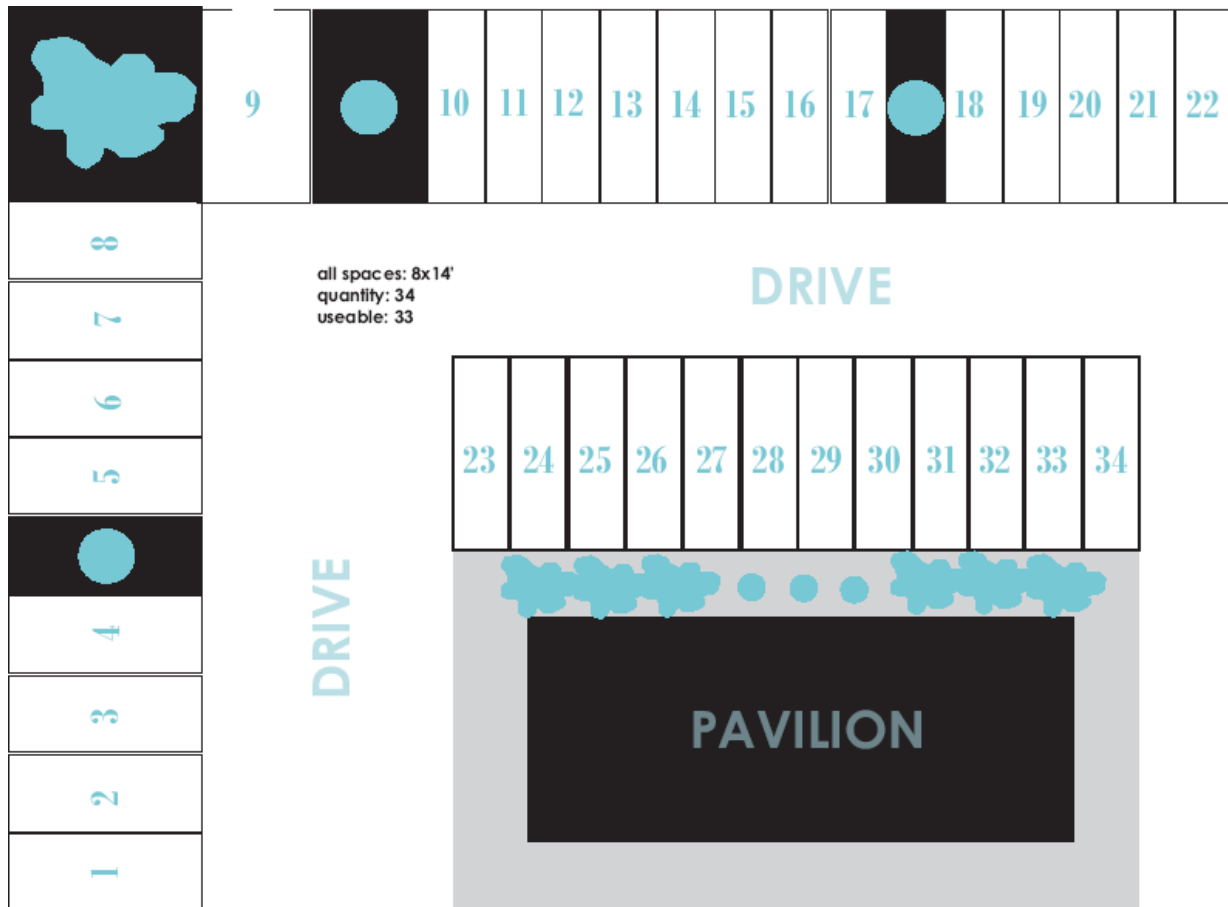


Fig. 1 Above, C-Street Market Lot diagram

BOOTH SET UP & DISPLAY

- Berry, cherry or other Vendors with products which could stain the pavement are required to use tarps to protect the brick surface.
- Vendors with spaces on grassy areas, or who use grassy areas for storage, are required to set up on a tarp to prevent damage to the grass. Plywood is recommended for highly trafficked spaces.
- We suggest Vendors place weights on the legs of their canopies.
- No boxes or produce displays may extend into the common customer traffic areas.
- Signage including product prices, Vendor identification, and organic certification should be clear and visible.

CLEAN & SAFE

- Vendors whose products generate waste (e.g., On-Premise Prepared Food Vendors and Vendors providing samples) must provide a trash receptacle at their booth for customers to use.
- All Vendors must haul out their trash at the end of the day for disposal at their own business location. On-site trash receptacles are for customer use only.

- All Vendors are required to clean their space at end of day and must ensure, before leaving the market, that all litter, toothpicks and product debris is removed.

Sampling

- Vendors who sample must use a hand washing station and comply with all City of Springfield/Greene County and MDA food safety guidelines. **See pages 19-20.**
- Vendors who sell or sample a product that produces trash are required to have a trash receptacle accessible to customers.

Food Safety

Any questions regarding safe food handling should be directed to Lisa Lee, Springfield/Greene County Health Department at 864-1851.

No Smoking

Vendors are not allowed to smoke in the Market area at any time.

Pets

Vendor pets are not allowed at the Market in Vendor booth space.

Radios

Vendors are not permitted to play radios or use other sound-generating electronics during Market hours except by prior approval from the Market Manager.

Electricity

Electricity may be available when approved in advance. You will need to bring your own heavy duty extension cords and mats to cover them.

ANONYMOUS GROSS SALES REPORTING

In order to measure the market's growth and better represent C-STREET MARKET to outside entities we request your help in compiling sales figures. Vendors should submit gross sales forms each market business day. The Market Manager will hand out Anonymous reporting forms at the beginning of the market, and will collect these forms at the end of the market business day.

WHAT KIND OF LICENSES DO I NEED?

CITY OF SPRINGFIELD LICENSES AND APPLICATIONS

A. BUSINESS LICENSE REQUIREMENTS

Some C-STREET MARKET Vendors must purchase a business license to sell products at the market. Below are some general guidelines to help vendors decide if a city business license is necessary for them:

DO NOT NEED CITY BUSINESS LICENSE

- 1.) Vendor is selling agricultural products that h/she has grown.

DO NEED CITY BUSINESS LICENSE

- 1.) Vendor is selling agricultural products that h/she has bought and is re-selling.
- 2.) Vendor is selling crafts, or other handmade goods from purchased materials.

If you are a vendor that does need a city business license, please complete the attached form and submit it to Carolyn Elder, C-STREET MARKET CHAIR, along with your \$5.00 or \$10.00 fee. The C-STREET MARKET will submit all business license applications to the City of Springfield.

Completed Business licenses and appropriate fees MUST be returned to Carolyn Elder no later than April 9, 2007.

If you are a vendor that already has an active city business license, please provide a copy of the license to Carolyn Elder, C-STREET MARKET CHAIR, no later than April 9, 2007. (See Example City Business License page 16)

If you have any further questions for the City of Springfield about business licenses, contact Margaret Still at 864-1857.

B. TEMPORARY FOOD ESTABLISHMENT (TFE) APPLICATION

Vending operators of all temporary food establishments must complete an application to be a part of the C-STREET MARKET Grand Opening and its season (See Example TFE Application page 17).

The C-STREET MARKET will submit all TFE applications to the City of Springfield. Vendors should complete the TFE Application below and return to Carolyn Elder no later than April 9, 2007.

Any questions regarding TFE Applications should be directed to Lisa Lee, Springfield/Greene County Health Department at 864-1851.



GROUP SALES EVENTS CITY LICENSING REQUIREMENTS

PLEASE RETURN PRIOR TO EVENT

Section 70-35 of the Springfield City Code states that it shall be unlawful for any person who is required by Chapter 70 to have a license in order to engage in the licensed activity to solicit, accept consideration, or to offer the services or products to the public without first securing a license. Section 70-43 stipulates that the group sales operator (promoter) shall not allow any merchant into the group sales area for the purpose of offering services or products to the public until the merchant has a valid City of Springfield occupational license.

Participants in group sales events may choose between two options when obtaining a license: (1) A license as a retail merchant may be purchased for a minimum fee of \$10.00 for gross sales/receipts of \$5,000 or less; the fee is \$20.00 for gross receipts of \$5,000-\$10,000. This license will be valid for twelve months from the first day of the event for any other similar event lasting no more than seven consecutive days. (2) A license as a peddler, valid for 1 month from the first day of the event for any other similar event lasting no more than seven consecutive days, may be purchased for a fee of \$5.00.

A License Inspector will verify information received with the promoter's list of participants at least two (2) days before the show begins. Those participants who have not obtained their licenses prior to setting up at the event will have to take care of the appropriate license fee with the promoter before the event begins. If you have questions, please contact the License Division by calling (417) 864-1617.

DETACH AND RETURN THIS PORTION

If you do not have a current City of Springfield license, complete this section and enclose the applicable fee.

Name of Event COMMERCIAL STREET FARMERS' MARKET

Location of Event 321 E COMMERCIAL Date of Event _____

Name you registered Under for Event _____

Owner's Name or Business Name (if different from above) _____
Your Mailing Address _____

Fee Enclosed \$ _____ Phone No. _____

REMIT TO: CITY OF SPRINGFIELD, LICENSE DIVISION, PO BOX 8368, SPRINGFIELD, MO 65801-8368

If you have a current city of Springfield license, complete this section.

Name _____ Address _____

Expiration Date of License _____

License Number _____



Springfield-Greene County
Health Department
Helping people live longer, healthier, happier lives

**Springfield/Greene County Health Department
Application to Operate a Temporary Food Establishment**

Directions: The operator of each TFE (Temporary Food Event) must complete this application and submit it to the Springfield/Greene County Health Department at least 14 days before the TFE.

Submission Date: _____

Booth Owner/Operator (applicant):

Name of Temporary Food Establishment: _____

Name: _____

Address: _____

Name & Date (s) of Event: _____

Location of Event: _____

Phone #(s) _____

Fax # _____

1. List **all** food and beverage items to be prepared and/or served. Attach a separate sheet if necessary:

2. Will all foods be prepared at the TFE site?

YES
 NO

If NO, the operator **MUST** provide a copy of the latest inspection report from the permanent food establishment where the food will be prepared.

3. Describe (be specific) how frozen, cold, and hot foods will be transported to the TFE:

4. Describe how food temperatures will be monitored during the event:

5. Identify the sources for each meat, poultry, seafood, and shellfish item:



Springfield-Greene County
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APPLICATION FOR TFE

6. Identify the sources for ice used at the event:

7. Describe the number, location and set up of handwashing facilities to be used by the TFE workers:

8. Identify the source of the potable water supply and describe how water will be stored and distributed at the TFE. If a non-public water supply is to be used, results from the most recent water testing must be provided:

9. Describe where utensil washing will take place. If no facilities are available on site, describe the location of back-up utensil storage:

10. Describe WHERE and HOW wastewater from handwashing and utensil washing will be collected, stored and disposed:

11. Describe the TFE structure to be used. Please indicate type of floors, walls, ceiling surfaces and lighting. Attach a simple sketch or diagram of TFE if needed.

FLOORS _____
WALLS _____
CEILING SURFACE _____
LIGHTING _____

12. Facility plan for fly and insect control is as follows:

13. Will leftovers be saved for future use:

_____ YES
_____ NO

If yes, how will the leftovers be handled:



Springfield-Greene County
Health Department
Helping people live longer, healthier, happier lives.

STATEMENT OF VERIFICATION
Application to Operate a Temporary Food Establishment

STATEMENT: I hereby certify that the above information is correct, and I fully understand that any deviation from information provided on this application without prior permission from the Springfield/Greene County Health Department may nullify final approval.

Name & Date (s) of Event: _____
Name of Temporary Food Establishment: _____

SIGNATURE (s) of APPLICANT: _____ DATE: _____

Approval of these plans and specification by the Springfield/Greene County Health Department does **NOT** indicate compliance with any other code, law or regulation. Furthermore, it does not constitute endorsement or acceptance of the completed establishment (structure or equipment). A pre-opening inspection of the establishment with equipment in place and operational will be necessary to determine compliance with applicable regulations.

**Please mail application to: Springfield/Greene County Health Department
227 East Chestnut Expressway
Springfield, MO 65802**
Or fax application to: 417/864-1104
For questions, please call: 417/864-1424

*****APPLICATION APPROVAL*****

APPROVED: _____ DATE: _____

Restrictions/Comments:

DISAPPROVED: _____ DATE: _____

Reason(s) for Disapproval:

Reviewer _____ Title _____ Date _____

MARKET POLICIES

This section highlights C-STREET MARKET policies. It is not intended to be an exhaustive list but does provide a good list of the policies most relevant to Vendor and on-site issues.

FOOD SAFETY GUIDELINES FOR FARMERS' MARKETS

Springfield/Greene County Health Department Rules

The Springfield/Greene County Health Department has rules that C-STREET MARKET Vendors must adhere to during their involvement in the market.

The following is what the S/GC Health Department has to say about Farmer's Markets in general:

Farmers Markets are not considered a celebration or special event, therefore temporary establishments are not allowed. Full self-contained mobile units under inspection are allowed.

- 1.) **Frozen or properly refrigerated packaged and labeled meats** from an approved processing plant and bearing the USDA seal may be provided if it is maintained, by mechanical refrigeration, at 41 degrees Fahrenheit or below (0 degrees Fahrenheit for frozen meat).

Emu meat or other exotic meats may be sold provided they meet the requirements as stated above.

Eggs may be sold provided they are inspected and the proper egg license is obtained from the Missouri Department of Agriculture. Eggs are to be held at 41 degrees Fahrenheit by mechanical refrigeration.

- 2.) The following read-to-eat foods produced in an area not under inspection by the health authority may be sold: honey, jams and jellies and non-potentially hazardous food (will not readily support the growth of pathogenic bacteria). Water activity and the pH level of the food is also an indicator of whether a food is potentially hazardous. Additionally these conditions must be met:
 - a. The person producing the food must also be the seller.
 - b. The food must be labeled with:
 - Name of product
 - Ingredient list
 - Contact information
 - Statement verifying that the product was produced in an area not inspected by the health department.
 - c. The booth must display a placard stating that the food for sale is produced in an area not inspected by the Health Department.
 - d. Baked goods must be pre-packaged before transporting to the market.
- 3.) There shall be no open cutting and portioning of items at the market, unless health department regulations for handling open foods can be met.
 - a. For handling open foods, vendors must be working from a fully self-contained mobile unit (screened). Produce to be cute must be washed, hands must be washed and utensils must be washed.
- 4.) Any food sold by weight should be weighted on certified scales.

- 5.) Efforts should be made to protect the food from contamination.
- 6.) Any insecticides used on produce must be EPA approved for such usage and must be used according to label directions.

MISSOURI DEPARTMENT OF HEALTH RULES

The Missouri Department of Health and Senior Services offer information on food handling and food safety.

FOR FREQUENTLY ASKED QUESTIONS ABOUT FOOD HANDLING VISIT:

<http://www.dhss.mo.gov/FoodSafety/Faq.html>

FOR A COPY OF THE FOOD CODE VISIT:

<http://www.dhss.mo.gov/FoodCode/>

FOR MORE INFORMATION ON WHAT YOU'LL NEED TO START A HOME FOOD BUSINESS – I.E. MAKING AND SELLING HOMEMADE JAMS AND JELLIES, CANDY, BARBEQUE SAUCE, SALSAS, ETC. VISIT:

<http://www.dhss.mo.gov/FoodSafety/Faq.html>

<http://www.fda.gov/>

GENERAL POLICIES

Buskers/Peddlers

Music buskers are permitted when space allows. They are asked to check in at the market info booth and wait for the market manager who will assign them an area if available. Buskers are asked to move after one hour to a new location. Electronic amplification is not allowed or playing/singing in a loud disruptive manner such as to impede communication between Vendors and customers. Peddlers are not allowed to set-up within the market or within ten feet of the perimeter.

C-Street Customer Mailing List

PFM collects market mailing information and email addresses on market customers for the purpose of market communications. It is solely for C-STREET MARKET's use. Customers voluntarily sign up to be on the list at the market website (www.c-streetmarket.com). The customer mailing list is not shared or sold, electronically or otherwise, with any other organization or individual excluding market sponsors without the customer's prior approval.

Dog Manners

PFM is a dog friendly market: we ask our customers to abide by these six little rules to make a pet's visit to the market a good experience for everyone:

- Must be kept on a short leash.
- Keep your dog under control and by your side at all times.
- Keep dogs away from produce, plants and other food products.
- Must be children and other dog friendly to earn the right to shop at the market.
- Not everyone is a dog lover - be considerate.
- Don't forget to clean up after your dog!

Anonymous Gross Sales Reporting

C-STREET MARKET recognizes the sensitivity around gross sales reporting by Vendors, but believes the compiling of market sales statistics is essential to the financial

management and efficient operation of the market.

In order to maintain the highest Vendor confidentiality, the C-STREET MARKET committee follows these procedures:

- Vendors are requested to submit completed anonymous gross sales forms, by product category, for each market day attended and to represent themselves with honesty and integrity.
- Forms are collected each day for that day's sales.
- They may be submitted anonymously.
- Forms are collected in a closed container.
- Only the Market Manager or Market Chair are privy to the original forms and they are not permitted to discuss the sales tallies for any individual Vendor.
- Raw data is put into a spreadsheet by category groupings (not Vendor name).
- Forms are destroyed after they are compiled into a spreadsheet.

Signature Gatherers

At C-STREET MARKET, signature gathering and related political activity within the perimeter of spaces operated by C-STREET MARKET (and within 10 feet of the perimeter) is prohibited. This prohibition applies without regard to cause or content.

Sponsors

C-STREET MARKET's Committee is dedicated to consumer education as a critical component of building sales for local agriculture. Vendor fees at C-STREET MARKET cover the basic cost of operating the two market days—including advertising, insurance and staffing. In order to keep Vendors fees as low as possible and still fund educational outreach, C-STREET MARKET solicits sponsors for special events and entertainment.

Sponsor candidates are evaluated on an individual basis to ensure there is no direct conflict with the Markets' mission.

Vendor Roster Publication

C-STREET MARKET supports an open policy in regards to publishing the Vendor roster (with pre-approval by the Vendor). The roster is posted on the C-STREET MARKET web site and individual names released upon inquiry by members of the press or potential customers.

Vendors are asked to indicate on their applications if they want C-STREET MARKET to release their personal information. No Vendor's name will be posted or given without signed permission by said Vendor. The Vendor roster will not be shared or sold, electronically or otherwise, by the C-STREET MARKET committee members to prospective markets or competitors for purposes of soliciting Vendors.

PROGRAMS & SPECIAL EVENTS

Market programs and special events are the vehicles for enacting C-STREET MARKET's educational goals. C-STREET MARKET believes if the markets are to continue to grow and flourish it is critical to educate consumers on the value of supporting regional agriculture. We will compile a list of events throughout the market year that we plan to hold. You may request a list of events or visit our website for more information.

Community Booths

C-STREET MARKET is proud to offer the market as a resource to other community based non-profits. Space is held for groups conducting educational outreach related to food and agriculture. There is a \$10.00 charge for tabling or using the market stage. No sales are permitted from community booths. Reservations are required.

SUPPORT

Gleaners

C-STREET MARKET works with local social service agencies to establish the gleaning of food contributions at the end of each market day. These agencies are a great resource for distributing your unsold product to the local community in need. Be sure the agencies provide you a receipt of product donated for your use in tax purposes. Some Vendors take the extra step and put out a labeled box for customers to purchase product to contribute.

C-Street Market eNews

C-STREET MARKET's electronic newsletter is sent to Market members and opt-in members from the website. The enews features market highlights, event information, recipes and other market news and produce tips.

Musicians

Live music at the Market provides enjoyable entertainment, creates a festive atmosphere and builds community.

C-STREET MARKET sometimes hires musicians for the market. Whenever you find yourself tapping your foot or dancing in your booth, think about giving the musicians a tip in trade. Musicians report that their favorite part of playing at C-STREET MARKET are the generous gifts of produce and market goodies they receive. Tables and chairs are provided as market goers enjoy taking a break from shopping to sit and relax or to catch up with friends and neighbors.

Vendor Update

We try to keep Vendors in the know by circulating the semi-regular Vendor Update. Topics covered include upcoming events and opportunities, market information, reminders, market news, and upcoming opportunities including conference information.

Volunteers

Volunteers are very special folks—we love them and we couldn't operate the market without them! C-STREET MARKET's committee is made up of community volunteers who donate their personal time to support our Vendors and help the market by staffing the market, preparing mailings, working at events, organizing events and more! If you'd like to be a market volunteer, contact Market Chair, Carolyn Elder, at 865-6025.

MARKET TIPS FOR FIRST TIME VENDORS

WHAT TO EXPECT

1. To grow your market by cultivating a loyal clientele
2. To get top prices when you have top quality product
3. To achieve success by delivering excellent customer service
If you are not a "people" person, send another family member or hire a well-trained employee
4. To encounter friendly, appreciative customers.
Customers shop at farmers' markets because they want to meet the

people who grow their food and they want fresh, high quality products

5. To invest your time Preparation, travel, time at market.

Be ready to sell at opening time— the majority of your sales may occur within the market's first hour

6. To bring everything you need.

Most market stalls are a 10x10 bare piece of concrete—see sample checklist on the following page

WHAT TO BRING

Careful planning for market is essential to your success. Be on time and ready to sell by opening. The majority of your market day sales may occur within the first hour of the market. Make a checklist! Examples of items to include:

- Canopy (white is best) and weights
- Stall structure: tables, table coverings, racks, shelves
- Display containers for your product
- Plastic and paper bags
- Cash box and bank (be ready to make change for \$20 bills!)
- Licensed Scale
- Hand washing station
- Misc. Display Items: sign making materials including chalk, paper, cardboard, markers, scissors, tape, pens, bags, price tags, pocket knife, duct tape
- Check Out Items: pencils, pens, calculator, sales record/ receipt book, notepad to record notes, bags and boxes/ flats
- Trashcan, broom
- Signs: the more personal, the better. Use pictures!

- Large sign or banner hung at eye level or above with your farm name and location
- Individual product *names and prices* alongside of the items — how the item is sold (by the weight, piece, quantity) — highlight different varieties, heirlooms, product qualities (sweet, spicy, bitter), storage tips, etc.
- Signage extras: recipes, how to's, seasonality information, new item, product information
- Information about your farm, CSA or other on farm activities, promotional materials, business cards: you never know when you will meet a chef!
- Personal comfort items: weather gear, gloves, hats, rainwear, and drinking water.
- Your customer service personality — a big smile is your best asset

PRODUCT DISPLAY & BOOTH DESIGN

QUALITY, PRESENTATION & PERSONALITY

Make every inch count and maximize your space.

Make it Easy to Buy: Step outside your booth space and pretend you are a customer: are you comfortable looking, picking and buying the products?

Create a space where customers can see, select, and purchase your products. Keep your display at an arm's reach in depth, and between knee- or waist-level and eye-level in height. Leave a place at the edge of the table where customers can set their parcels down, get out their money or bag their produce. Place farm information and flyers near the check out.

Containers: baskets, crates, bushels, decorative boxes...again, a variety of shapes, sizes, textures, or the “clean-line” look of uniformity...what does the artist in you prefer? A variety of sizes will help you “shrink” your display as you sell product...transfer smaller quantities into smaller containers. Bring extras for fluffing up: burlap, broken-up boxes, newsprint.

Eye Catchers: do customers waiting to pay block your eye-catching displays from customers passing by? Use tiers of display levels- put the most eye catching items at eye-level. Multi level displays create abundance and helps keep different products organized. Hang products, such as garlic braids or herbs, using S-hooks.

Signage: at the very minimum, label products with their names, price and how sold (by the weight, piece, quantity). Highlight differences in varieties. Make sure your sign with your farm name and location is easy to read and visible.

Cleanliness and Neatness is very important! Customers are very attentive to food safety- anything involving the food they eat needs to project cleanliness. This includes you and your staff! Keep your extra product, empty boxes organized and out of the way; stack and nest empties. Carelessly thrown boxes create a safety hazard.

Effective signage: differentiate your product varieties with descriptions of flavors and best uses. **EX idea:** Signs noting a product as “the Cadillac of PRODUCT NAME: excellent for use in baked recipes” and another product as “the sweetest...great for snacking”. Always try your displays ideas at home first — make sure they work and are safe!

MERCHANDISING 101

Sell smart and increase profits

Build farm loyalty — Create an identity for yourself. Make your farm name and location clear to customers. Provide a description of your farm including location, acres, history, crops, growing methods. Try displaying this information on a poster and include pictures of your farm. Or have a flyer to distribute to customers. Take advantage of the opportunity to educate shoppers about how things are grown.

Train employees! Make sure they are knowledgeable about your product and your farm. Continuity of salespeople builds relationships with repeat customers.

Provide samples: let your customers taste the difference! Sampling can increase sales up to 30%. Ask customers: “have you ever tried the ___ variety?” Make sure you follow the minimum guidelines for food safety. Keep a separate box with your sampling tools (i.e. toothpicks, serving platter, napkins).

Supply recipes and information — find recipes that are simple and contain a few ingredients that can be found at your stand or other parts of the farmers market.

If you have a great recipe you want to share, share it with the Market Chair and get it on the website!

Start an email list: let your loyal customers sign up for a mailing list so you can inform them about special opportunities, other markets and locations where they can find you or your product.

Use **your personality** and expertise as a merchandizing tool to build and strengthen your customer base.

Thank you for considering becoming
a vendor
at the C-Street Market!