

MARKET PRINCIPLES*

"Embracing Empowerment"

Economic and Community Development Through
Social Entrepreneurism

Atwood Community Gardens Farmer's Market exists to create an authentic and premiere collection of local foods and products. Therefore, Atwood Community Gardens Farmer's Market makes it a priority to support local farmers and small businesses that grow or create their own food products. Limited space is also available for a rotating group of local artists and small businesses that create their own non-food products.

Market Participants are accepted in the following categories, in order of priority:

- Farmers and Growers
- Food Producers
- Non-Food Producers, Artists and Craftspeople

While seeking the best in sustainable produce, traditional foods and handcrafted items to create a vibrant collection of local products, Atwood Community Gardens Farmer's Market will accept Market Participants based on the following criteria:

- Local
- Sustainable
- Producer-Only

As such, preference will be given to the Farmers and Producers that embody these qualities and embrace the following philosophies in their production methods:

- Small-scale
- Certified Biodynamic, Naturally Grown or Organic
- Chemical-free
- Seasonal
- Artisanal and traditional
- Created from regional ingredients and supplies
- Use of ingredients and supplies from existing Market Participants
- Fair-trade
- Eco and recycled packaging

Market Management **WILL NOT** knowingly approve the sale of items including:

- Artificial flavors, colors or preservatives
- Synthetic chemicals including pesticides, herbicides, fertilizers
- Genetically modified seeds
- Hormones or antibiotics
- Corn syrup or hydrogenated oils

All decisions regarding admission or exclusion of Market Participants or products permitted to be sold at the Market will be made by Market Management in their sole discretion.



ATWOOD COMMUNITY GARDENS
An Urban Agriculture Training Site
& Outdoor Event Facility

Atwood Community Gardens Farmer's Market
Wed & Thurs, 4:00p-8:00pm (Apr 4 –Nov 1, 2012)
779 Atwood Street SW • Atlanta, GA 30310
www.nextstepsyep.org • 678-570-0398 Ph

MARKET PROCEDURES*

"Embracing Empowerment"

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Our Mission

Atwood Community Gardens Farmer's Market exists to create an authentic and premiere collection of local foods and products. Therefore, Atwood Community Gardens Farmer's Market makes it a priority to support local farmers and small businesses that grow or create their own food products.

NEXT Steps Youth Entrepreneur Program

Atwood Community Gardens Farmer's Market is managed by NSYEP, the NEXT Steps Youth Entrepreneur Program, Inc. NEXT Steps is a nonprofit organization dedicated to community, economic, and agricultural development through a variety of programs. In addition to Atwood Community Gardens, NEXT Steps manages the Atwood Community Gardens Farmer's Market. NEXT Steps encourages a just and fair local food system through local foods and sustainable agriculture education. NEXT Steps also supports a diverse and healthy community through its public marketplace in West End Atlanta.

Atwood Community Gardens Farmer's Market Day Stalls

Atwood Community Gardens Farmer's Market hosts several permanent vendors with a variety of products. In addition to the fulltime stalls, Atwood Community Gardens Farmer's Market offers day stalls, which include retail area available for rent by the day to farmers, food producers and other local merchants. The purpose of the Day Stall program is to serve small business owners and start-up businesses that are interested in participating in Atwood Community Gardens Farmer's Market, but may not be able to operate a fulltime stall. We give priority to local agricultural businesses, food artisans, local artists and craftsmen, and local products in which sustainability is a major emphasis.

The designated day stall areas are rented to vendors who meet the requirements and agree to follow the policies and procedures. Vendor participation also provides for a rotation of scheduling so that all who are approved will have an opportunity to be involved as much as possible. Priority is given to vendors who fall within the mission of NEXT Steps and the local foods categories. The regulations for Day Stall participation follows herein.

Application Procedure

Vendors interested in a day stall should apply to Atwood Community Gardens Farmer's Market prior to participation. An application fee of \$30 is required with all applications. After reviewing the following information, prospective vendors should complete the enclosed Application Form and attach the required documents (see Day Stall Vendor Checklist). Applications are reviewed by NSYEP staff to ensure that proper product mix is maintained, and that other necessary requirements are fulfilled. Applications are given final approval by NEXT Steps staff and SWOOM Atlanta Market Project Director. Prospective vendors will be notified of approval or denial of applications in a timely manner. Once approved, day stall vendors will sign a letter of agreement that outlines participation and procedure for scheduling.

Hours of Operation

Atwood Community Gardens Farmer's Market is open 10:30 a.m. to 8:00 p.m. on Saturdays. Customer access to the Market is only available during those times. Day Stall vendors on Fridays have access to the Market from 10:30 AM until 6:30 PM. On Saturdays, day stall vendors may set up booths beginning at 8:30 AM and be available at least 15 minutes prior to opening.

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Day Stall Times

Day stalls are available during regular Atwood Community Gardens Farmer's Market days and hours of operations. Vendors participating in a specially scheduled mid week day stall are required to occupy their booths for at least five consecutive hours; however the booth may be reserved for the entire day. On Saturdays, the day stall vendor is required to occupy their booth from 8:00 a.m. until 1:00 p.m.

Display and Set-up

Vendors who rent a day stall must prominently display their business or trade name on a sign or banner within their booth area. Day stall vendors are responsible for their own tables, racks or shelves and any other display materials or signage. All displays and signage should be designed to fit within the booth space and are subject to review by Market staff. Booth decorations or merchandise may not extend into the aisle or corridor.

Take-down and Clean-up

Vendors are responsible for removing all their materials from the day stall booth and cleaning the stall upon close of business. Failure to completely remove all materials from the stall at the agreed upon time, or improperly cleaning the area may result in fine or expulsion. The Market does not provide any on-site storage for day stall vendors.

Space Assignment

Specific day stall spaces in the Atwood Community Gardens Farmer's Market are reserved and assigned by NEXT Steps staff. Vendors may request a particular space, but no guarantee is made that prospective vendors will be assigned to the requested space.

Vendor Categories

Agricultural Producers

Included in this category are farmers, fishers, chefs and other producers of agricultural products, including fresh fruits, nuts and vegetables, meat and poultry, eggs, milk, cheeses, fresh cut flowers and plants. Agricultural producers may be expected to prove their production claims through on-site farm visits by Market staff or a representative of the SWOOM Atlanta Market Project.

Arts and Crafts Producers

Included in this category are artists and craftspeople who create original crafts or works of art. Producers of arts or crafts may also be expected to provide proof of their production claims.

Retail Vendors

Non-producers who intend to sell items other than those they produce on a retail, brokerage, or consignment basis. This category is limited to representation in the market to not more than ten percent on any given Saturday.

Non Profit Organizations

Non Profit organizations with missions related to farming, gardening, conservation, education, youth and/or nutrition may participate in the Market if space is available. Political organizations or political candidates are not permitted to fundraise, distribute materials or rent booth space in the Market. Organizations which offer items or services for sale shall pay the non-profit rate (\$30) as Day Stall vendors on a space available basis. Organizations which do not have the intent to sell at the Market but are interested in promoting an event or the organization pay a \$25 rental fee to NEXT Steps for the booth space.

Guidelines for Food Artisan Vendors

Guidelines for Baked Goods or Value Added Farmers

- 1) Any food sales in regular or day stall booth require that all items must follow DHH and Fire Marshall guidelines. Please provide Serve Safe Certification as needed by DHH. NEXT Steps requires a copy of your Serve Safe Certification on file for food vendors who plan on serving hot meals.
- 2) For onsite caterers and/or food vendors who will need access to a Community Kitchen, please contact the University of Georgia Cooperative Extension Office ph: 404-332-2400, for more information. Menu items may not include fried foods prepared in a deep fryer, i.e. French fries, beignets, donuts, etc. Frying is not allowed anywhere in Atwood Community Gardens Farmer's Market.
- 3) Submit Product Line of Food Items.
- 4) Submit proof of Sales Tax Registration (city & state).
- 5) Show Proof of Liability Insurance and Product Liability Insurance

Items Permitted for Sale

Day stall vendors are only allowed to sell items listed on the original application and approved by NEXT Steps staff and the SWOOM Atlanta Market Project Director. Any deviance will result in a fine or expulsion from the market. Day stall vendors wishing to introduce new items can complete an additional application listing each product with approval at the discretion of the SWOOM Atlanta Market Project Director and NEXT Steps staff.

Pricing, Weights, and Measures

Vendors participate in the Market as independent businesses and are therefore responsible for setting their own prices. Predatory pricing strategies or intentional undercutting are not allowed and can result in expulsion from the Market. Weights and measures are expected to be in accordance with applicable local, state and federal rules and regulations.

Fee Schedule

Booth fees are collected upon approval of application and prior to participation in the Market, unless otherwise arranged with the SWOOM Atlanta Market Project Director and NEXT Steps staff.

Agricultural Producers	\$30 per space per day
Non-agricultural producers, individual artists	\$30 per space per day
Retail vendors	\$35 per space per day
Non-Profit Organizations	\$25 per day; \$30 if selling items

Health Regulations

All food items must be prepared, packaged, transported and displayed in accordance with applicable local, state and federal health guidelines. Day stall vendors who intend to sell fresh or processed foods must be prepared to prove that they have followed all necessary health regulations. No on-site food preparation is allowed in the day stalls.

Sales Tax

Vendors must show state and local sales tax certificates, and are responsible for collecting their own taxes and filing with the appropriate agency, in accordance with the laws of East Baton Rouge Parish and the State of Louisiana. Vendors can register for local sales tax in the City-Parish Governmental Building at 222 St. Louis Street, Room 404 and state sales tax in the LaSalle Building at 617 North Third Street. Occupational licenses are not needed for participation in the Market as a day stall vendor.

Liability Insurance

Vendors selling food items must provide proof of product liability insurance in the amount of \$500,000. All vendors must provide proof of general liability insurance for their business in the amount of \$500,000. Atwood Community Gardens Farmer's Market and NEXT Steps must be listed as an additional insured on all liability insurance policies.

Absence Penalty

Day stall vendors will be charged their regular rent, even if the stall is not used. An absence penalty of \$30 may be charged, in addition to regular daily rent, in the event of an unexcused absence. Vendors should notify Market staff in writing of a foreseen absence as soon as possible to avoid penalties. The notification may be emailed to events@nextstepsyep.org

Scheduling Request

Shoppers at Atwood Community Gardens Farmer's Market appreciate a variety of product offering. The NEXT Steps staff will maintain a rotation schedule for day stall vendors. For approval of first Saturday requests, day stall vendors attending on the first Saturday of the month are also requested to attend another Saturday later in the month. No day stall vendor will be scheduled for first Saturdays only.

Suggestions, Complaints or Grievances

In the event of conflict between a vendor and a customer or between two or more vendors, Market staff should be notified immediately. It is the duty of Market staff to resolve any minor conflicts that may arise during Market hours. Should there be a persistent or irresolvable issue, vendors or customers should notify the NEXT Steps staff and NEXT Steps Board of Directors in writing via postal mail. If you have a suggestion or idea for the improvement of the Day Stalls or Atwood Community Gardens Farmer's Market in general, please submit it in writing to the NEXT Steps staff at the following address:

NEXT Steps YEP HQs
1890-A Briarcliff Circle NE
Atlanta, GA 30329

Miscellaneous

No firearms or other weapons are allowed inside the Market. No smoking is allowed inside the Market or near the exits and entrances. No alcoholic beverages are allowed except those approved for sale. No radios or recorded music is allowed in day stalls. No pets, except seeing-eye dogs, are allowed in Atwood Community Gardens Farmer's Market at any time.

Modifications

The Board of Directors of NEXT Steps reserves the right to revise the policies and procedures for Day Stall Vendors at any time as deemed appropriate.

Questions

Should you have any questions about the application process, please do not hesitate to contact us by email or telephone:

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