



## 2017 HERNANDO FARMERS MARKET VENDOR APPLICATION

Hernando Farmers Market is proud to be among nine farmers markets participating in a national research project called Farmers Market Metrics. This project is designed to help farmers markets understand and communicate their impacts. As partners in this effort, we are hoping to collect information that helps us understand more about your business, which, in turn, will help us to better support your operations.

In this updated 2017 application, and at intervals throughout the season, you will be asked to complete some very brief surveys on a small number of topics, including:

- Total farm acres and acres cultivated or grazed
- Gross sales at market
- Total number of crops and varieties offered for sale
- Pounds or retail value of products donated to gleaning organizations

Any information you provide is confidential and will be compiled into aggregate statistics. No individual business information will be released without written consent from the owner. Please respond to the following questions regarding the business currently applying to participate in the Hernando Farmers Market.

\_\_\_\_\_

**Business/Farm Name:** \_\_\_\_\_ **Date Began:** \_\_\_\_\_

**Owner(s) Name(s):** \_\_\_\_\_ **Mailing Address:** \_\_\_\_\_

Please provide up to two physical addresses for your business' primary point(s) of production

<b>Primary location #1 Address (No P.O. Boxes)</b>	<b>Secondary location #2 Address (No P.O. Boxes)</b>

**Business Phone:** \_\_\_\_\_ **Cell:** \_\_\_\_\_ **Home:** \_\_\_\_\_ **Alt.:** \_\_\_\_\_

**Website:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

**Principal Products:** \_\_\_\_\_

i.e., field crops, flowers, meat, seafood, cottage/prepared food.

Please complete product checklist on pages 3-6.

Please use the table below to report your current farm acreage information. *(Please write "N/A" if not a farm business)*

<b>Total acres:</b>	
Owned:	
Leased:	
Cultivated or grazed in 2016:	



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Please help us understand the variety of farm products available at the Hernando Farmers Market by completing the attached form (beginning on page 3) indicating the crops and varieties you will sell at this market in 2017.

Is there anything you'd like to tell us about your business' needs, or about your experience selling at farmers markets?

PLEASE READ AND CHECK THE APPLICABLE STATEMENTS BEFORE SIGNING:

I have reviewed the updated 2016 Hernando Farmers Market guidelines and agree to comply with conditions described therein in applying to be a market participant.

I grow/produce 100% of the products I intend to sell at the market.

I grow/produce 50% or more of the products I intend to sell at the market. I intend to supplement with products from another farm. I have included the additional products and their production location on my application.

I am including the grower's affidavit for the products I grow and sell at the market and for the grower of the farm I am supplementing from.

**Egg vendors only.** I am including a copy of our Retail Food Sanitation License. To obtain a license (601) 359-1148.

I am including a copy of my **Food Safety Certificate** to sell any food items. Vendors who participate in the Senior and WIC Voucher programs are required take a food safety class once every three years, per The Department of Agriculture and Commerce.

**Cottage Food/ Prepared Food Vendors.** I am a cottage food vendor committed to using agricultural products from Mississippi.

I am including a copy of my **ServSafe certificate** OR  I am operating my business under the cottage food law, producing my goods in my home kitchen and will abide by the cottage food law. Cottage Food products require a label affixed that contains the following information:

- The name and address of the cottage food operation
- The name of the cottage food product
- The ingredients of the cottage food product in descending order of predominance by weight
- The net weight or net volume of the cottage food product
- Allergen information specified by the federal labeling requirements
- If any nutritional claim is made, appropriate nutritional information as specified by federal labeling requirements
- The following statement printed in at least 10pt type in a color that provides a clear contrast to the background of the label: "**Made in a cottage food operation that is not subject to Mississippi's food safety regulations.**"

**All Vendors.** I have read the attached document regarding eligible SNAP food items, and I better understand which market products can be sold to customers using SNAP tokens.



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### Vegetable, Fruit, & Nut Checklist

**Name:** \_\_\_\_\_  
**Farm/Business Name:** \_\_\_\_\_

Please circle the products you plan to sell at the market this season. Add an asterisk (\*) next to any crops that will be Certified Organic, Certified Naturally Grown, Demeter Certified, Food Alliance Certified, or other third party certified in sustainable growing practices.

#### Vegetables

Artichokes	Chipilín	Lima Beans
Arugula	Collards	Mesclun (mixed salad greens)
Asparagus	Corn (Sweet)	Mushrooms
Beans, Green	Cress	Mustard greens
Beans, Dry, Shelling	Cucumbers	Okra
Beets	Dandelion greens	Onions
Beet greens	Eggplant	Orach
Bok choy	Epazote	Parsnips
Broccoli	Fava beans	Peas (English)
Broccoli rabe	Fennel	Peas (Sugar Snap)
Brussels sprouts	Garlic bulb	Peas (Snow)
Cabbage (Green)	Garlic scapes	Pea shoots
Cabbage (Purple)	Herbs (fresh)	Peppers (hot)
Cactus	Hierbamora	Peppers (Sweet, Green)
Cardoons	Horseradish	Peppers (Sweet, Red)
Carrots	Jicama	Peppers (Sweet, Purple)
Cauliflower	Kale	Peppers (Sweet, Yellow)
Celeriac	Kohlrabi	Potatoes
Celery	Lambs quarters	Pumpkins
Chard	Leeks	Purslane
Chicory	Lettuce	Radishes



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Rhubarb	Sprouts	Tomatillos
Rutabagas	Squash, Summer	Tomatoes
Salsify	Squash, Winter	Turnips
Scallions	Sunchokes	Turnip Greens
Shallots	Sweet potatoes	Yacon
Spinach	Sweet potato greens	

### Fruits & Nuts

Almonds	Dates	Peaches
Apples	Feijoas	Peanuts
Apricots	Figs	Pears
Apriums	Grapefruit	Plums
Asian pears	Grapes	Pluots
Avocados	Guavas	Pomegranates
Blackberries	Honeydew melons	Pomelos
Blueberries	Jujubes	Quince
Boysenberries	Kiwis	Raspberries, Black
Cactus pears	Kumquats	Raspberries, Red
Canary melons	Lemons	Satsumas
Cantaloupes	Limes	Strawberries
Cherimoyas	Loquats	Tayberries
Cherries	Mandarins	Walnuts (black)
Chestnuts	Mulberries	Walnuts (English)
Citron	Nectarines	Watermelon
Currants	Olives	Wineberries
	Oranges	



## 2017 HERNANDO FARMERS MARKET VENDOR APPLICATION

### Meat

Beef (all cuts)	Goat (all cuts)	Pork (all cuts)
Beef (ground)	Goat (ground)	Port (ground/sausage)
Chicken (whole and cuts)	Lamb (all cuts)	Tofu or meat substitute
Chicken (ground)	Lamb (ground)	Turkey (whole and cuts)
Duck (whole and cuts)		Turkey (ground)

### Diary & Eggs

Cheese (cow)	Eggs (chicken)	Kefir
Cheese (goat)	Eggs (duck, quail, or other)	Milk
Cheese (sheep)		Yogurt

### Baked & Value-Added Foods

Bread	Cereals	Preserved/fermented vegetables
Crackers	Muffins	Pastries
	Jams/jellies	

### Seeds & Seedlings

Herb seeds	Fruit trees/shrubs	Vegetable seeds
Herb seedlings		Vegetable seedlings



## 2017 HERNANDO FARMERS MARKET VENDOR APPLICATION

**Description of products to be sold** *(We believe strongly in the origin of a product and promote our market as a place where customers can buy **LOCAL** products. We believe in providing consumers with the most transparent and ethical information as possible when it comes to all market products.)*

<input type="radio"/> Vegetables, Beans, Legumes – Crops & varieties Please complete Vegetable, Fruit & Nut Checklist beginning on page 3.	<input type="radio"/> Fruit – Crop & varieties Please complete Vegetable, Fruit & Nut Checklist beginning on page 3.
<input type="radio"/> Meat/Seafood/Fish List:	<input type="radio"/> Milk <input type="radio"/> Cheese – Flavors <input type="radio"/> Eggs List:
<input type="radio"/> Prepared/Cottage Foods (honey, pickles, herbs, jams, ciders, seasonings, baked goods, etc.) If your product includes locally sourced ingredients, please note.	<input type="radio"/> Services (knife sharpening, etc.) <input type="radio"/> Crafts List:
<input type="radio"/> Plants/Cut Flowers List:	<input type="radio"/> Miscellaneous Products (mushrooms, peanuts, etc.) Please complete Vegetable, Fruit & Nut Checklist beginning on page 3.

**If you are a grower/producer, please answer the following:**

Do you grow all your produce and/or raise all your animals (incl. milk, eggs, honey)? Please circle:    **yes**    **no**

Do you anticipate purchasing any crops/product from, or selling for, a local farmer? If so, please indicate the name of the farmer \_\_\_\_\_ and phone number \_\_\_\_\_

County where the product is grown/produced \_\_\_\_\_

The origin of the product *(must have a certificate for each agricultural crop from the County Extension Agent in the county where the crop is grown.)*

I agree to allow the HFM Manager or designee to tour my farm or operation and complete the HFM Affidavit/Growers Certificate.

Printed Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

*E-mail questions and applications to Gia Matheny, Community Development Director, City of Hernando at [gmatheny@cityofhernando.org](mailto:gmatheny@cityofhernando.org) or fax to 662-429-9099. Mail applications to 475 West Commerce Street, Hernando, MS 38632*



## 2017 HERNANDO FARMERS MARKET VENDOR APPLICATION

The Hernando Farmers Market is a community market, supported by the City of Hernando, and other local agencies. The Hernando Farmers Market connects growers and consumers, encouraging citizens to explore the art of backyard farming while building the regional economy. Named 2015 Best in Class and Mississippi's Favorite Farmers Market 2010, 2011 & 2012 in the American Farmland Trust's Favorite Farmers Market contest. Featured in July 2015 Mississippi Magazine Best of Mississippi "M LIST" as a favorite market statewide, and is held Saturdays from 8am to 1pm from end of April through the end of October on the Hernando Town Square.

### I. **Items permitted for Sale**

**All items will be sold at the discretion of the Market Manager.**

Items permitted for sale at the market include all varieties of locally grown (or raised or caught) produce, plants, flowers, trees or seedlings, including but not limited to: raw vegetables, fruits, edible plants, eggs, honey, cheese, shelled peas and beans (must be brought to the market cool and kept cool), nuts, herbs, spices, bedding plants, condiments, preserves, jellies, jams, pastries, baked items, spreads, fresh juices, dried/fresh flower arrangements, poultry, fowl, sausages, milk, seafood, meat, and cut firewood. Prepared items permitted for sale include flavored vinegars, condiments, preserves, jellies, jams, pastries, baked items, sausages, cheese, and spreads.

Non-profit fund raising sales **may** be permitted by the Community Development Director at his/her discretion.

Non-native Mississippi grown plants may be sold as a convenience to market goers.

Crafts are incidental to the purpose of the market, which is primarily an agricultural operation. Not more than 10% of the total number of vendors registered at the market may be craft or artisan vendors.

Vendors or members of the vendors' households must produce all the craft items sold at the market.

**Absolutely no resales are permitted. Allowance of craft items at the market is at the sole discretion of the market organizer.**

The following crafts are generally permitted at the market: wood carving, weaving, pottery, doilies, wreaths, baskets, candles, soap, lotions, and wood planters and arts and crafts related to the kitchen and garden. Other items may be allowed at the discretion of the Market Organizer.

Services incidental to the making of food may also be permitted at the discretion of the Farmers Market Manager, including, but not limited to, knife sharpening and utensil sales.

### II. **Fee Structure**

Season length: *April through October.*

Weekly booth fee: *\$15*

Time: *8:00 a.m. until 1:00 p.m.*



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### III. Space Assignments

First priority for booth space will be given to those who plan to sell each Saturday for the entire market. Those who sign up for (and pay in advance for) the entire market receive a **10% discount on booth fees**.

Please let the Market Manager know what your market schedule will be for the season. If you know you will not be able to make a Saturday please let the Market Manager know by 5:00 p.m. on the Wednesday before the Saturday market. Spaces will be held each Saturday until 7:45 am.

### IV. Set-up and Cleanup

On Saturday, vendors may begin setting up as early as 6:00 am. Vendors must be prepared to sell by the opening of the market at 8:00 am. The Hernando Farmers Market does not provide any tables or cover for vendors. Vendors are responsible for providing their own merchandise display. Pickup beds are acceptable.

**Please secure tents, especially in the spring when windy days are possible. Also, please secure extension cords so that they are not a trip hazard.**

Saturday morning selling will begin at 8:00 am and will cease at 1:00 p.m. You may leave when you have sold out, if it is earlier than 1:00. On especially hot days in the summer you may leave early.

Vendors will not be allowed to set up their display after the opening bell unless prior arrangements are made with the Market Manager.

Vendors will be responsible for all clean-up of the area they are assigned. The area should be clean and free of all debris, including leftover product and trash.

### V. Sales Taxes and Permits

Vendors will be responsible for determining what items are taxable and for collecting their own sales taxes. Vendors selling food products that are grown, made or processed in Mississippi are exempt from sales tax (see sales tax exemption information in this folder) at this **CERTIFIED MARKET**. Market vendors do not need to obtain a business permit for selling in the City of Hernando.

All vendors are responsible for being aware of and abiding by any and all Federal, State and Local laws regulating the sale of his or her product to the general public. **It is the responsibility of each vendor to investigate all governmental regulations applicable to his or her individual product lines and sales endeavors, and to abide by all such regulations.**

**It is the responsibility of each vendor to follow safe food handling procedures in order to assure the public's health, safety and welfare. Each vendor growing or raising food for sale or selling fresh food or food that has been processed must have a Certificate of Attendance from a Food Safety class given by the DeSoto County Extension Service in order to participate in the Hernando Farmers Market. The class is held annually in the Spring before the market opens. Anyone selling acidic canned products must have attended the Acidified Canning class sponsored by MSU.**





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It is the responsibility of each vendor to maintain any scales (NTEP) in use in the proper operating condition, and that they are accurate and used appropriately.

### VI. Vendor Conduct

Vendors shall conduct themselves in a courteous manner. Music, either live or recorded, may not be played at the vendor booths, although the Farmers Market management may provide music, cooking demonstrations and other activities. Loud profanity, threats, violence, fighting or any other disturbance of the market's peace will not be permitted. The City of Hernando has adopted a smoking ban ordinance to protect the health and welfare of its citizens; smoking is prohibited in public places and places of employment. **Smoking or using tobacco products in the selling area is not permitted.**

### VII. Violations

Any complaint against any vendors-- whether by a guest of the market or by another vendor--- will be addressed by the Market Manager. Decisions made by the manager are final.

If the Market Manager determines that a vendor is in violation of any provision that may interfere with the smooth operation of the market, penalties may be applied. Possible violations include the following:

- Not advising the market management that you will not be in attendance at a market when expected (unless there is an emergency)
- Arriving late
- Leaving early (vendors may leave early when they have sold out of their product or in the extreme heat of the summer)
- Failure to clean up area
- Selling items not within the guidelines of the market
- Failure to pay fees
- Loud profanity, threats, violence, fighting or any other such disturbance of the market's peace
- Smoking or using tobacco products in the selling area
- Playing live or recorded music at a vendor's booth

Penalties may range from being asked to leave for the day to permanently expelled from the market.

### VIII. Photo Release

The Hernando Farmers Market will, from time to time, have an on-site photographer, as well as local and regional professional media outlets at the market to help promote the market. Photos may be taken with or without knowledge of the subject, depending on the situation. The market may utilize any and all photos taken at the market for publicity and advertising purposes.

### IX. Disclaimer

The market reserves the right to modify these rules and regulations at any time. **The market reserves the right to refuse the application of any vendor at any time and for any reason.**



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### X. Agreement to Rules

The vendor is responsible for reading these rules and signing a statement accepting said rules.

***I have read these rules of the Hernando Farmers Market and agree to abide by them or relinquish my right to participate in the Market.***

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***Vendor Signature***

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***Date***

#### Contacts:

Gia Matheny

Community Development Director, City of Hernando, 662-429-9092 [gmatheny@cityofhernando.org](mailto:gmatheny@cityofhernando.org)



## 2017 HERNANDO FARMERS MARKET VENDOR APPLICATION

### The Hernando Farmers Market Waiver Form

Please print all information clearly and return to the Community Development Director, Gia Matheny, Hernando Farmers Market, 475 West Commerce Street, Hernando, MS, 38632 or e-mail to [gmatheny@cityofhernando.org](mailto:gmatheny@cityofhernando.org).

I, the undersigned individual/entity, do hereby agree that I, and my heirs, successors, assigns, etc. shall hold and save the Hernando Farmers Market Committee, Hernando Main Street Chamber of Commerce, and the City of Hernando, as well as their employees, harmless from any and all claims, damages or losses of any kind and of any nature including attorney's fees arising from my participation in the Hernando Farmers Market. I further understand that the Market and its agents are **only providing a place for vendors to sell their commodities and are not enforcing Mississippi State Department of Health, the Department of Marine Resources or the Mississippi Department of Agriculture and Commerce food sales to consumer regulations. The market is a Certified Mississippi Farmers Market with the Mississippi Department of Agriculture and Commerce and reserves the right to prohibit vendors whose participation in the market may jeopardize that status.** I understand that it is my responsibility to know and adhere to any applicable rules and regulations. The Hernando Farmers Market encourages all vendors to properly follow the rules and regulations applicable to direct food sales to consumers in the state of Mississippi (rules attached) promulgated by the Mississippi State Department of Health, the Department of Marine Resources or the Mississippi Department of Agriculture and Commerce.

I understand that the Market and its agents are not responsible for collection of any sales tax that might be due the State of Mississippi for any artisan item, non-exempt value-added item, or edible agricultural products not grown or produced in Mississippi (rules attached).

I agree to be fully and entirely responsible for any damage, accidents or injuries caused by my action(s) or my products, and/or my equipment and the same for those assisting me at the Market, and shall hold the Hernando Farmers Market Committee, the Hernando Main Street Chamber of Commerce and the City of Hernando, as well as their employees, agents and assigns harmless from any and all claims, damages or losses of any kind including attorney's fees as set forth above. This agreement remains in effect for the duration of my participation in the Market.

Name (print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_



## 2017 HERNANDO FARMERS MARKET VENDOR APPLICATION

### Affidavit/Grower Certificate For the Hernando Farmers Market

I \_\_\_\_\_, County Extension Agent,

in \_\_\_\_\_ County, \_\_\_\_\_ State,

certify that \_\_\_\_\_ of  
(Name of Grower and Farm Name, if applicable)

\_\_\_\_\_  
(Address of Grower)

\_\_\_\_\_  
(State)

\_\_\_\_\_  
(Zip Code)

is a farm producer in \_\_\_\_\_ County,

on \_\_\_\_\_ total acres, and produces \_\_\_\_\_ acres of fruits, vegetables, or flowers for sale, and

meets the requirement for LOCALLY GROWN produce for the purposes of sale at the Hernando Farmers Market.

Producer grows (list all you intend to sell at the HFM for the 2016 season)


\_\_\_\_\_  
Signature of Extension Agent

\_\_\_\_\_  
Date

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Signature of Grower

\_\_\_\_\_  
Date

**Return to:**

Gia Matheny, Community Development Director, City of Hernando

475 West Commerce Street, Hernando, MS 38632

FAX – 662-429-9099

gmatheny@cityofhernando.org



## Vendor Training Handout

### Program details:

*At participating farmers markets in Mississippi and Tennessee, shoppers can spend up to \$20 with their SNAP card. Then they get the same amount in Fre\$h Savings tokens to spend on fresh fruits and vegetables. At the end of the market season, tokens will expire.*

*SNAP sales can be matched up to \$20 during any shopping visit.*

### Which vendors can accept 2016 Fre\$h Savings tokens?

- Participating produce vendors; selling fresh fruits and vegetables only

### Which vendors CANNOT accept Fre\$h Savings tokens?

- Non produce vendors
- Vendors may not trade or spend Fre\$h Savings among vendors.

### What is the role of vendors?

- Make eligible produce sales, accepting unexpired Fresh Savings tokens from customers.
- Thank customers (including any market language on service and repeat shopping.)
- Clarify customers' questions or point them to manager/volunteer.

### What are the responsibilities of vendors?

- Sign a vendor pledge verifying program understanding and rules for vendors at participating markets.
- Return Fre\$h Savings tokens for produce sales to manager at the end of each market day

### What is the reimbursement schedule for Fre\$h Savings sales at your farmers market?

- As indicated by your market manager

## Supplemental Nutrition Assistance Program (SNAP) at Hernando Farmers Market



**Households CAN use SNAP benefits to buy eligible farmers market food items**, such as:

Breads and other baked goods; fruits and vegetables; meats, eggs and poultry; dairy products;  
seeds and plants which produce food for the household to eat; any food products or ingredients used to prepare meals at home; cold prepared items; beverages, snack foods, ice cream

**Households CANNOT use SNAP benefits to buy:**

Ready to eat food that will be eaten at the market; foods that are hot when sold; coffee

Any nonfood items, such as: soaps, lotions, paper products, household supplies, pet food and supplies; arts and crafts

For more info, visit <http://www.fns.usda.gov/snap/eligible-food-items>