



2018 HERNANDO FARMERS MARKET VENDOR APPLICATION

Hernando Farmers Market participates in Farmers Market Metrics (FMMetrics) data collection to build upon data already collected by market management, while facilitating the communication of market impacts to customers, vendors, funders and other stakeholders. FMMetrics is designed to help us understand more about your business, which, in turn, will help us to better support your operations.

In this 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

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

Business Phone: _____ **Cell:** _____ **Home:** _____ **Alt.:** _____

Website: _____ **E-Mail:** _____

Principal Products: _____
 (i.e., field crops, flowers, meat, seafood, baked goods. Please complete product checklist on page 5.)

Please use the table below to report your 2017 farm acreage information. *(Please write "N/A" if not a farm business)*

Total acres:	
Owned:	
Leased:	
Cultivated or grazed in 2017:	
Percent of total cultivated or grazed a res devoted to 2017 farmers Market production	

Do you anticipate fewer, the same, or more acres devoted to production for the Hernando Farmers Market in 2018? (please circle one): **Fewer** **Same** **More**



2018 HERNANDO FARMERS MARKET VENDOR APPLICATION

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 sold at this market in 2017 (*please mark N/A at top if you did not grow or sell any vegetables, fruits, or nuts at this market in 2017*).

In 2017, what were your business' TOTAL gross sales at the Hernando Farmers Market, by category? (*Write N/A next to any category of products your business did not sell at this market in 2017. Value-added (or "Processed") Foods include baked goods, pickles, condiments, jams, charcuterie, etc. Ready-to-Eat (or "Hot") Foods are freshly made foods available for immediate consumption on-site at market.*)

Total 2017 gross sales at the Hernando Farmers Market:	\$
Farm product sales:	\$
Value-added sales:	\$
Ready-to-eat food sales:	\$
Other product sales (crafts, services, etc.):	\$

Do you anticipate less, the same, or higher total gross sales at this market in 2018? (*please circle one*): *Less Same Higher*

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



2018 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 – 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 Foods (honey, pickles, herbs, jams, ciders, seasonings, baked goods, etc.) If your product includes locally sourced ingredients, please note.	<input type="radio"/> Soaps/Candles <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 or fax to 662-429-9099. Mail applications to 475 West Commerce Street, Hernando, MS 38632



2018 HERNANDO FARMERS MARKET VENDOR APPLICATION

The Hernando Farmers Market is sponsored by the City of Hernando to provide local agriculturalists with a retail outlet for their products, to provide the citizens of the area with an opportunity to purchase fresh quality products from the people who produce them, and to promote the City of Hernando.

I. Items permitted for Sale

All items will be sold at the discretion of Market Management.

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, 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.

Organic Label- Growers using the label “organic” in any representation of their product must have a copy of their organic certification on file with the market management.

Non-profit fundraising sales **may** be permitted by the Market 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 Management.

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 Director.

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

II. Fee Structure

- Season length: *April through September.*
- Time: *8:00 a.m. until 1:00 p.m.*
- Weekly booth fee: *\$15*
- Full season’s payment is \$15.00 per week less 15% discount off the total. (\$280.50 per year).
- Week-to-week payments are \$15.00 per week with **payment paid one week in advance to reserve booth space.** Pay for the week you attend. (\$15.00 x 22 weeks= \$330.00 per year)



2018 HERNANDO FARMERS MARKET VENDOR APPLICATION

- Weekly fees must be paid in cash to the market manager. Market manager will collect weekly fees at each vendor booth at the beginning of market day.
- Fees paid in advance are non-refundable.

III. Space Assignments

- First priority for booth space will be given to those who plan to sell each Saturday for the entire market.
- If a vendor fails to notify the Market Manager of an absence more than once, Market Management reserves the right to remove them from the market and assign their space to another vendor.

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 and may be given to another vendor.

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**. 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**



2018 HERNANDO FARMERS MARKET VENDOR APPLICATION

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.

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 Management. Decisions made by market management 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.



2018 HERNANDO FARMERS MARKET VENDOR APPLICATION

VIII. 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.**

IX. 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.

Vendor Signature

Date

Contacts:

Gia Matheny

Market Director and Community and Economic Development Director, City of Hernando, 662-429-9092

gmatheny@cityofhernando.org



2018 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.

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 _____



2018 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 upcoming 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