



## **2014 Allston Village Farmers' Market Vendor Guidelines and Application**

### **Mission Statement**

Allston Village Main Streets (AVMS) strives to make Allston Village a better place to live, work, dine and shop. AVMS works with new and established businesses on design assistance, technical support, and better business practices such as energy efficiency and sustainable operations. The organization also supports the business district on a macro level, promoting Allston Village to the broader Boston community as an appealing destination and dynamic center of the community.

Allston Brighton Community Development Corporation engages neighborhood residents in an on-going process of shaping and carrying out a common vision of a diverse and stable community in the face of sustained economic pressures. That vision is evident in community-led projects that protect and create affordable housing, create green space, foster a healthy local economy, provide avenues for economic self-sufficiency, and increase understanding among and between our neighborhood's diverse residents.

The Allston Village Main Streets and Allston Brighton CDC have come together to launch the Union Square Farmers Market (AVFM) in order to expand access to local and nutritional food for residents of Allston and Brighton, provide marketing and promotional opportunities for businesses in the district, and enliven Union Square as a unique gathering place for residents at the gateway between Allston and Brighton. We hope to work with farmers, vendors of all types, local businesses, and non-profit partners to celebrate our local community and economy, and promote environmental sustainability and healthy living among our residents.

### **Market Oversight**

Overall management of AVFM is provided by the Allston Village Main Streets Board of Directors, which is comprised of 14 volunteer members. The full-time AVMS Executive Director provides day-to-day management of AVMS and oversees AVFM. Together they qualify vendors and direct the operations of the Farmers' Market.

Allston Brighton CDC provides institutional support to AVMS for the Farmers Market through staff assistance of market preparation and operations.

### **Contact Information:**

Alana Olsen, Executive Director  
Allston Village Main Streets  
161 Harvard Ave., Suite 11  
Allston, Mass. 02134  
Telephone: 617.254.7564  
Fax: 617.254.2442  
Email: alana@allstonvillage.com

### **Market Schedule**

- Every Saturday beginning in June and ending in October
- Open rain or shine

### **MARKET GUIDELINES**

*AVFM may at any time modify or add to the Market Guidelines and is solely responsible for the interpretation, definition, and clarification of the Guidelines. Any such decision will be binding upon all parties. The AVMS Executive Director acts as the AVFM Manager and is responsible for enforcing the Market Guidelines.*

### **Vendor Mix**

Our goal is to have:

- one-third: farmers selling locally grown produce and/or plants
- one-third: vendors selling locally processed or prepared food, and
- one third: other types of vendors (e.g., art and handmade crafts).

### **Growers of Fruits, Vegetables, Meats, Poultry and Eggs:**

Qualifying growers are selected to participate based on the wholesomeness and diversity of their produce and popular demand. Though growers may also sell produce from a secondary grower (a neighboring farm that they know and can vouch for) we encourage growers to produce everything themselves.

- If you sell produce from a neighbor's farm (e.g., apples from XY Orchard) the product must be grown or produced on that farm and clearly labeled at your stand by opening of Market.
- No more than 1/3 of all produce provided may come from a neighbor's farm.
- All fruits, vegetables, meats, poultry, eggs (yours and other farms) must be grown/produced within a 150-mile radius of the Union Square Village Farmers' Market.
- Please see 'Market Sales' guidelines below for labeling details.

### **Bedding plants and flowers**

Priority will be given to vendors who germinate, transplant and grow their plants and/or flowers.

### **Processed Foods (Cheese and other dairy products, Honey, Cider, canned foods, Baked**

**Goods, Jams, etc.)**

Processed goods must be produced by the vendor. Any exceptions to this rule must be preapproved by the AVFM Manager. Priority will be given to processors using locally grown ingredients. All vendors selling processed foods must comply with all City of Boston Dept. of Health requirements and must obtain the appropriate City permits. The AVFM Manager can provide contact information for the City's health division and guidelines for vendor requirements.

**Prepared Foods (Sandwiches, etc.)**

Priority will be given to vendors who prepare unique goods that feature locally grown ingredients made from scratch that do not duplicate foods for sale in nearby stores. All vendors selling prepared foods must comply with all City of Boston Dept. of Health requirements and must obtain the appropriate City permits.

**Non-Food Vendors: Hand Crafts, Photography, Art, Clothing, etc.**

Priority will be given to artists and artisans who have created handcrafted items themselves. In keeping with the theme of providing food, produce, crafts, etc. from local sources, we discourage imported or resale items. Any exceptions must be pre-approved by the AVFM Manager.

**Non-Profits**

A limited number of free spaces will be given to non-profit organizations that partner with the Allston Brighton CDC and Allston Village Main Streets. Those which provide or sell a product (e.g., fair trade items); give active demonstrations related to Farmers' Market goals (e.g., "going green" or healthy living demonstrations, children's activities); or are Allston-based will be given preference.

*Note:* The Farmers' Market is nonpartisan. Political candidates and their volunteers will not be given table space within the AVFM site space. We welcome elected officials and candidates visiting the Farmers' Market as often as they like, enjoying the community exchange and entertainment; becoming customers and sampling all the Market has to offer!

**Local Businesses**

One of the main goals of the AVFM is to feature local businesses. Local businesses will be given priority in attending the market, and their participation will be welcomed before their adherence to product policies.

**VENDOR GUIDELINES**

### **Vendor Priority**

When more qualifying vendors apply than there are spaces available, priority will be decided by the AVFM Manager and will be weighted on wholesomeness and diversity of product, seniority, meeting our vendor-mix priorities, and community appeal.

### **Assignment of Space**

The AVFM Manager will assign spaces to vendors on the day of the Farmers' Market. (Weekly vendors will generally be assigned the same spots each week, but placement may change under certain circumstances such as rain or special theme day needs).

The AVFM Manager will arrive onsite between **10:00 and 10:30 a.m.** Vendor placement is at the discretion of the AVFM Manager. The AVFM Manager will confirm assigned spaces with vendors before set up begins.

### **Logistics**

Set-up begins at **10:30**. Everyone must be completely set up by **11:50 am for the 12:00 p.m.** opening. Sales are not permitted before **12:00 p.m.**

Unloading and loading of vehicles should take place in the Jackson Mann School parking lot. Use of the Jackson Mann School bus lane will be determined by the AVFM Manager before and after the market opens and closes. All vendor vehicles must be moved by **11:45 a.m.** to the Jackson Mann School Parking lot. No vehicles will be allowed to park in the bus lane or at its entry ways during the market. Additional parking can be found in the Rite Aid parking lot at 181 Brighton Avenue.

Breakdown should not begin before the market ends at **4:00 p.m.** and should be completed by **5:00 p.m.**

### **Attendance**

Vendors are expected to attend every week to which they have committed. The market takes place rain or shine. In rare cases where weather conditions create a serious hazard, the Market Manager will contact vendors by phone to inform them of a market cancellation. Vendors must contact the Market Manager directly via email: [farmersmarket@allstonvillage.com](mailto:farmersmarket@allstonvillage.com) or by phone (617-254-7564) if they will not be attending due to predicted rain or other emergencies. We will do our best to accommodate rescheduling as space permits, but refunds cannot be given on vendor fees.

### **Market Sales/Advertising**

- Stall displays must include clear signage with: Vendor or farm name; farm location; product prices; name and location of any secondary product producers (e.g. apples from xx Orchard in xxx, MA).
- "Certified Organic" is reserved for farms that have gone through state or national certification. Vendors must substantiate any claim if asked to do so by the AVFM Manager. All vendors are required to advertise truthfully and to respond to customers' questions in a like manner.
- Vendors are required to use adding machines or registers when totaling customer purchases.

- The Market Manager will visit each farm before the start of the market.

#### **SNAP/EBT & WIC/ Veggie Prescription**

Farmers and food vendors must accept SNAP/EBT and WIC coupons (farms only). To participate in the WIC program, farmers must receive a brief orientation from the State Dept. of Agricultural Resources. Please contact Lisa Damon at the Massachusetts Department of Agricultural Resources at 617-626-1731 or [Lisa.Damon@state.ma.us](mailto:Lisa.Damon@state.ma.us)

Additionally our market will be participating in St. Elizabeth Steward Hospitals “Veggie Prescription Program” where diabetes patients will receive vouchers for fresh farm produce to be spent at AVFM and then farmers will be reimbursed for the full value of the vouchers.

#### **Tents/Canopies/Umbrellas**

Vendors are responsible for providing their own equipment and for ensuring that all structures are secure. For safety, weights or stakes for canopies/tents at market are mandatory, with a minimum of 40 pounds per tent leg recommended. Vendors will be asked to take down and stow any canopy that is not properly anchored.

#### **Electricity**

Vendors needing electricity must get advance approval from the market manager for using the electrical outlets available onsite. All cords must be secured to the ground, especially when wires cross walkways. Access to electricity will not be available on wet or rainy days.

#### **Clean Up/ Garbage/ Recycling:**

Vendors are responsible for keeping their stall area clean, tidy, and free of debris or trash during and after the market. Please carry out everything you carry in. Recycling bins will be available and we encourage vendors to recycle waste, reuse materials, and use recycled goods whenever possible.

#### **Permits/Licenses:**

Vendors are responsible for complying with all City and State policies: all taxes, licenses, permits and all liability/product insurance is the sole responsibility of the vendor.

**If Vendors violate any elements of these guidelines, the market manager will issue a violation. After receiving three violations the Vendor will be dismissed from the market. Any grievous violations will result in immediate dismissal from the market.**

### **APPLICATION PROCESS/FEES/PAYMENT**

- All vendors must complete an application. Completing an application does not guarantee a vendor a space at the Union Square Farmers' Market.
- **Vendors may sell only what they apply to sell. Detail all products on your application. Growers must also provide contacts for, and identify products they will bring from a secondary grower. Vendor liability extends to all produce at their stand.**
- Applications received after that date will be reviewed on an individual basis and confirmed within 48 hours.
- Applications must include a deposit of at least one week's pre-payment, by Tuesday of the market week they'd like to attend. If there is not enough room on a particular Saturday, the table fee will be returned to the vendor (or applied to a future date).
- The AVFM Manager reserves the right to deny access to any vendor based on what is best for the AVFM priorities set for the season, and table space available on any given Saturday.
- Preference will be given to farmers and food vendors and vendors that pre-pay.

### **Vendor Fees**

- **Payment will be accepted on a monthly basis in advance of the market.**
- Farmers -- \$30 for a 30 x 10 ft length space; \$15 for a 10 x 10 ft length space
- Plant/Food vendors -- \$20 for a 10 x 10 ft length space
- Art, craft and other vendors -- \$15 for a 10 x 10 space
- Non-profit community organizations presenting information-- Free for a 10 x 10
- Non-profit organizations selling goods -- \$10 for a 10 x 10 space
- All vendors must pre-pay their fee for any given **Saturday** by or before the preceding Tuesday.
- Pre-payment must specify the dates for which vendor is paying; refunds or substitutions will not apply to no-shows.
- Please make checks payable to Allston Village Main Street.

<b>Contact Name</b>		
<b>Company</b>		
<b>Address</b>		
<b>City, State, Zip</b>		
<b>Telephone</b>	<b>Cell</b>	<b>Home/office</b>
<b>Email</b>		
<b>Website</b>		
<b>Do you need access to electricity at the market? If so, why?</b>		

**Products Sold:** You may only sell what you apply to sell. Please check all that apply and specify product details; use space on back if needed.

• <b>Produce</b>	
• <b>Plants/Flowers</b>	
• <b>Processed Foods*</b>	
• <b>Baked Goods*</b>	
• <b>Handmade Crafts/Art*</b>	
• <b>Other*</b>	

\*Please attach product lists (food vendors) or 3 images of work (art/crafts) with application.

**Farmers:** Please indicate any product/produce from a third party that you will regularly provide.

Item	Farm of Origin	Location

Vendors selling food products are responsible for obtaining the appropriate City permits and complying with City regulations. AVMS can provide contact information for the City's health division and guidelines for vendor requirements.

### **Vendor Fee**

Farmers	<ul style="list-style-type: none"> <li>• 30' x 10' space, \$30/week, \$120/ month</li> <li>• 10' x 10' space, \$20/week, \$80/ month</li> </ul>	
Plant and Food Vendors:	<ul style="list-style-type: none"> <li>• 10' x 10' space, \$20/week, \$80/ month</li> </ul>	
Handmade Art/Craft/Other	<ul style="list-style-type: none"> <li>• 10' x 10' space, \$15/week, \$60/ month</li> </ul>	
Non-Profit (selling goods)	<ul style="list-style-type: none"> <li>• 10' x 10' space, \$15/week, \$60/ month</li> </ul>	
Non-Profit (not selling goods)	10 x 10 space, free	
Total amount enclosed (payment minimum one month):	\$	

### **Please mail application and checks to:**

Alana Olsen, Executive Director  
Allston Village Main Streets  
161 Harvard Ave., Suite 11  
Allston, MA. 02134