



ALPHARETTA FARMERS MARKET

Julie Carter, Manager

Email: manager@alpharettafarmersmarket.com

www.AlpharettaFarmersMarket.com

11770 Haynes Bridge Road, Suite 205, Box 264, Alpharetta, GA 30009

ABA Office: 678-865-6608

Produced and Directed by the Alpharetta Business Association



Sponsored by:



ABOUT THE ALPHARETTA FARMER'S MARKET

Founded in 2006, the Alpharetta Farmers Market (AFM) was created by downtown Alpharetta merchants wanting a place where residents could conveniently purchase fresh local produce. The first Market was held under an old oak tree in a city parking lot, and since then, the Alpharetta Farmers Market has literally blossomed into a Saturday morning destination not to be missed. The Alpharetta Farmers Market is produced and directed by the Alpharetta Business Association (ABA), in cooperation with the City of Alpharetta Parks and Recreation Department and Special Events Committee and is sponsored by the Alpharetta Convention and Visitors Bureau and Appen Media Group.

The AFM has received numerous awards including Best Farmer's Market in Best of North Atlanta for many years and is ranked as one of the top 10 best farmers markets in the southeast.

As one of the best places in North Fulton to enjoy fresh, locally sourced farmers' products and experience the Alpharetta community, the Alpharetta Farmers Market hosts nearly 100 vendors offering locally grown produce, natural meat, fresh flowers and plants, hand-crafted gifts, jellies, sauces, and soaps, homemade bread, desserts, and baked goods, local honey, coffee and prepared food items.

The AFM runs Saturdays in April thru November, and the Christmas Markets are held in December.

A. CRITERIA FOR VENDOR SELECTION:

Farmers. It is our preference to prioritize farmers with local farm production (preferably grown within a 100-mile radius)

Unique, Local. We prioritize unique, locally made food , food-related items and crafts made by local artisans that visitors can only purchase at the AFM.

Consistent Attendance. We prioritize vendors who commit to attending the AFM every week throughout the entire season. We strive to provide a full, consistent market to the public each week with as few gaps as possible.

Prompt Payors. Vendors are expected to pay their participation fees in a timely manner, and we keep historical records of all payments. With a waiting list of vendors that would love to participate in the AFM, it is important that vendors submit payments on time. The ABA reserves the right to deny entry to vendors who have outstanding fees.

Properly Licensed. Applicants must have proper licensing and must submit copies of valid applicable licenses (such as Cottage licenses, food preparation licenses, business licenses) at the time of initial application. All Vendors are required to provide copies of all applicable certifications, registrations, and licenses to the Market before beginning participation, and are strongly encouraged to keep these certifications and licenses with them during market hours and display them when required by law.

Insured. Each Vendor must have commercial liability insurance to afford protection against any and all claims for damages which may be made by any person or persons alleging injury or damage, including death, due to Vendor's acts or omissions, including injury or damage arising from the consumption or use of Vendor's products. Such insurance shall provide for liability limits of not less than \$1,000,000.00 for injury or death to any one person, \$2,000,000.00 for injury or death to any number of persons in any one occurrence and \$100,000.00 for damage to property in any one occurrence. Such insurance shall name the **Alpharetta Business Association** as an additional insured and Vendor shall provide Alpharetta Farmers' Market with a certificate of this insurance certificate. The ABA address is 11770 Haynes Bridge Road, Suite 205, Box 264, Alpharetta, GA 30009.

B. PRODUCTS ALLOWED / VENDOR CATEGORIES:

All items for sale at the AFM must be listed on the application. The AFM reserves the right to reject individual products on applications. Any and all additional items that an accepted Vendor would like to add during the year must be in writing and must be approved before they are sold at the market.

All applicants should fall within one of these categories:

- A. Vendors selling raw agricultural food products including produce, nuts, eggs, honey, milk, and/or uncooked meat and seafood. It is our preference to prioritize farmers with local farm production (preferably grown within a 100-mile radius). We realize that some items are only in season for a portion of the season (for example, blueberries, peaches), and we will do our best to accommodate vendors who are committed to selling at the AFM weekly during their shortened season.
- B. Vendors selling fresh cut flowers, live plants, herbs, seedlings
- C. Vendors selling Ready to Eat foods (for immediate consumption)
- D. Vendors selling Prepared/Manufactured Foods - Anyone who sells processed or cooked food including baked goods, bread, cheese, candy, confections, premade meals, any canned/preserved goods, or other foods that are not whole and raw and only if they are packaged and labeled in accordance with the Georgia Food Code. Prepared Food vendors must produce 100% of the products they have for sale.
- E. Unique, locally made crafts made by local artisans that visitors can only purchase at the AFM. Commercially produced products are not suitable for the market.

The following types of vendors are not appropriate for the Alpharetta Farmer's Market:

- Organizations that promote/sell services (insurance, chiropractors, tutoring, real estate, etc.)
- Organizations that sell weapons of any kind
- Organizations that promote causes including but not limited to political and social causes
- Food trucks

C. APPLICATION PROCESS:

The application for the 2022 season will open in January and will be accessible at www.alpharettafarmersmarket.com.

- BEFORE you start an application to the Alpharetta Farmer's Market, please make sure you have the following ready:
 1. Valid Business license.
 2. Food Licenses. If you sell food related items, you will need to upload your Cottage license, food sales license, meat license, seafood license, etc. depending on what you sell.
 3. Current Commercial liability insurance certificate naming the ABA as Additional Insured.
 4. 2 booth photos and 4 products photos of the items you plan to sell.
 5. List of ALL products you intend to sell throughout the season.
 6. **\$50** non-refundable application fee (payable with credit card)
- ALL items for sale at the Market must be on the application. The AFM reserves the right to reject individual products on applications.
- Application Deadline: **March 1**
- Vendors will be notified via email if they have been selected to participate.
- All selected Vendors **MUST** attend the MANDATORY orientation session (TBD).
- Admission to the Market does not guarantee permission to sell at the Market during the entire season. Participation is a revocable agreement, and any misconduct or violation of this agreement may result in suspension or termination from the AFM at the discretion of the Staff or Board of Directors.

D. MARKET FEES:

Vendors shall use our portal, ManageMyMarket, to commit to participating in the Alpharetta Farmer's Market for certain dates. This is the **ONLY** way we keep track of your committed market dates and corresponding attendance. Vendors are invoiced for the dates, and are responsible to pay for those dates as we have held a stall space for you based on your commitment. Vendors are responsible for paying the invoice even if you do not attend. Vendors can change market dates in ManageMyMarket, and we ask that vendors provide at least **7 days' notice** for changes so that we may have the opportunity to fill your stall space with another vendor who may be on our Waiting List. We have a limited number of spaces and if you are not planning to attend, we reserve the right to fill your space with another vendor for that date.

- The AFM collects fees from all vendors based on the number of 10x10 spaces the Vendor uses.
- Payments are accepted through our Vendor Portal, ManageMyMarket.

PAYMENT OPTIONS (per 10 x 10 space):

Vendors must select how they want to be billed for the season on their application – weekly, monthly or for the entire season.

- **WEEKLY @ \$40/week** (\$1400/season) **due by 12 noon on the Friday before the Saturday market.**
- **MONTHLY @ \$155/month** (\$1240/season or \$35 per week) **due in full by 12 noon on the first Friday of the month.** Any vendor who has paid the monthly rate will be refunded for any cancelled markets due to weather at the effective weekly rate they paid. However, if a Vendor pays in advance but chooses not to attend a market, no refund will be given.
- **ONE TIME @ \$1100** (\$31.43 per week). Vendors may pay for their entire season of market fees in advance for this discounted rate **for each 10x10 space, or \$2200 for 10x20 space.** Any vendor who has paid the One Time rate will be refunded for any cancelled markets due to weather at the effective weekly rate they paid. However, if a Vendor pays in advance but chooses not to attend a market, no refund will be given.
- The Alpharetta Farmer's Market reserves the right to deny entry to vendors who have outstanding fees.

E. VENDOR RULES:

FOOD SAFETY. All Vendors who sell at the Market are responsible for and must follow any State of Georgia rules governing food/ horticultural sales and food safety, including applicable sales tax, licensure fees, or inspection fees. Because the AFM is held on City of Alpharetta property, there are many rules that apply to our market that may not apply to others on private property. While all vendors are responsible for knowing all relevant information to sell their own products, some information can be found here: <http://www.agr.georgia.gov/index.html> The Market is not responsible for any Vendor's failure to comply with any rule or regulation promulgated by the State of Georgia, City of Alpharetta, or any other regulatory body. The AFM reserves the right to revoke Vendor status for failure to comply with any such regulation at its sole discretion.

PRODUCT LABELING. All products must be clearly labeled in compliance with Federal, State or local regulations or requirements.

SCALES. Vendors selling items by the pound must use a scale certified by the Georgia Department of Agriculture. Be sure your scales weigh correctly as they may be checked at any time.

SALES TAX. Food and food ingredients sold to individuals for off-premises consumption are exempt from the 4% Georgia state sales and use tax, but fully subject to the local county sales and use tax. Prepared food is fully subject to both state and local sales and use tax. It should be noted that "food and food ingredients" and "prepared food" are defined terms. O.C.G.A. 48-8-3(57). Ga. Comp. R. & Regs. r. 560-12-2-.104. To find out more information and to register for sales tax, go here: <https://dor.georgia.gov/tax-registration>

STALL ASSIGNMENTS: The AFM Staff will assign all Vendors to a space. The general policy of the AFM will be to keep regularly attending Vendors in the same space for the entire season, but we reserve the right to change Vendor location. If a Vendor is not in attendance on any given Saturday, that Vendor should not expect to be assigned the same place upon their return.

Care will be taken to avoid having vendors with similar products side by side. Space disputes should be discussed with the Market Manager rather than Vendor to Vendor. As with all things at the Market, we request that issues or disputes be dealt with in a professional and courteous manner.

Vendors are not permitted to sublet their space to others. Prepaid fees are non-transferable to other vendors. If a vendor sells their business, the vendor is not permitted to transfer the booth space to the new owner or any other party. A vendor's space is assigned to them by AFM Manager and is subject to change at the discretion of the Market Manager or Staff at any time.

MUSICIANS: Live music provides enjoyable, family-friendly entertainment, creates a festive atmosphere, and enhances the visitor experience. Tables and chairs are provided as market goers enjoy a break from shopping to sit and relax or to catch up with friends and neighbors. Interested musicians are encouraged to email the Market Manager (manager@AlpharettaFarmersMarket.com) to apply to perform.

MARKET SCHEDULE: AFM will be held weekly starting the first Saturday in APRIL through the last Saturday in NOVEMBER from **8:30 am - 1:00 pm**. The AFM is a 'rain or shine' market so vendors should be prepared to participate in any weather situation -- barring inclement weather (see Weather Guidelines for details).

1. **COMMITTING TO MARKET DATES.** Vendors shall use our Vendor Application, ManageMyMarket (MMM), to specify dates they plan to participate in the Market. Vendors shall update MMM by **midnight the Sunday (7 days) before the Saturday market** if they are unable to attend a Market.
2. **ARRIVING ON MARKET DAY.** Vendors should plan to arrive for setup between **6:30 – 7:55 a.m.** Vendors must enter the Market through Park Plaza in front of City Hall. The entrance will be closed at **8:00 a.m.**; vendors arriving late will have to carry in their items. Please pull your vehicle up to your booth space and unload all of your equipment and product. If your "booth" includes a truck, trailer, or vehicle, plan to arrive between 7:15 – 7:30 a.m. Drop your belongings and park your vehicle in the designated Vendor parking area (the church across the street from Market Street) BEFORE beginning your setup.
3. **VEHICLE ACCESS.** Vehicle access to the Market closes at **8:00 a.m.** If you are arriving after this time, you must carry in your items — NO Vehicles will be allowed to enter the market after 8:00 a.m. Vehicles are not allowed in the market unless you are selling items from it because it is part of your display.
4. **TENT LOCATION.** When setting up your tent, try to align the center of your tent to the bronze medallion on the sidewalk. Weights are REQUIRED on tents every single week. Make sure your tent has weights on each corner in case of unexpected high winds. The Alpharetta Fire Department performs spot inspections, so be sure your tent has weights for every market. If you do not have tent weights you may be asked to take your tent down. Also, in the event of higher winds, you will be expected to have 25lb weights on each corner.

5. **ELECTRICITY.** Please be advised that electrical power is extremely limited at the Alpharetta Farmer's Market. If you require electricity to run your booth, plan to bring your own extension cords and secure your cord to the sidewalk with mats or tape to avoid trip hazards.
6. **TRASH.** Each vendor is responsible for removing their own trash. PLEASE plan to bring your own trash receptacle, collect, and remove ALL trash generated by your booth (boxes, cups, napkins, utensils, straws, sleeves, etc.). Take your trash with you. The public receptacles are not for vendor use.
7. **BREAKDOWN.** The Market ends at **1:00 p.m.**, so DO NOT break down your booth before this time. To keep congestion on the streets to a minimum, break down your booth/belongings PRIOR to getting your vehicle. Vehicles should not be entering the market area until **1:15 p.m.** Vendors MUST NOT double park, use Handicapped spaces, block ramps, sidewalks or curbs unless instructed to do so by a police officer or Staff. ALL vendors must vacate the market area no later than **2:30 p.m.**

F. WEATHER GUIDELINES:

The Market is a rain or shine event and will only be cancelled if there is a high probability of dangerous weather. Cancellation due to inclement weather is the decision of Staff and the ABA Board of Directors. If the Market is cancelled, no Vendor is permitted to sell from their truck or tent at the Market site. The site will be officially closed to Vendors.

The Board of Directors of the Alpharetta Business Association never want to cancel an Alpharetta Farmers Market. However, in the event of adverse weather, we also have to consider liability and public safety, including the safety of our Vendors. As we consider 90-100+ Vendors showing in the town green area, we need to be certain everyone is able to setup and breakdown in an environment that is safe. The following is a list of determining guidelines as we consider the weather:

- In consideration for Vendors who prepare perishable items and sell fresh produce, we will check the forecast and email a possible cancellation noticed to VENDORS ONLY on **Friday morning** (the day before the Saturday Market). Every Vendor showing on the upcoming Saturday will be notified through email by 9:00 a.m. that there is a possible cancellation.
- If the forecast appears to be changing throughout the day for the better, then we will open the Market on Saturday and credit any Vendors who do not feel safe attending or do not have product to sell for the given Market because of the earlier notification of a possible cancellation.
- If the weather appears to be changing through the day for the worse, Vendors will be notified via email, and the public will be notified through social media that the Market has been cancelled by **5:00 p.m. on the Friday before the Market** on Saturday.
- If the forecast ever predicts a storm with lightning and/or thunder, the Market on Saturday will be closed.
- According to the City of Alpharetta, small pop-up tents shall not be erected when there are 20MPH sustainable winds. Therefore, if the forecast predicts 20+ MPH sustainable winds in Alpharetta (with or without rain) the Market on Saturday will be closed.

- If the forecast predicts **70% chance** of rain or higher throughout the day, with or without high winds, the Market on Saturday will be closed.
- A forecast of snow alone does not determine if the Market is closed. The City of Alpharetta and the ABA Board of Directors will look at temperatures and accumulation forecast from the National Weather Service. The City of Alpharetta requires the ABA Board of Directors to notify them of a cancellation by 500 p.m. on Friday before a closed Saturday Market so they can alert the Fire and Police Departments. Once they have been notified of the cancellation, this course of action cannot be changed.
- Refunds are given for markets that are cancelled due to weather.

G. GENERAL CODE OF CONDUCT:

- Vendors, their employees and associates shall dress and act in a professional manner (including wearing shoes) with customers, vendors and staff.
- There will be **NO SMOKING** in the market or close surrounding areas. The following is prohibited in the market: firearms, alcoholic beverages, and unleashed pets.
- Vendors are encouraged to present their products in the best manner. The Market Manager has the right to require a vendor to change his or her display if it is deemed to present a safety risk or otherwise does not meet the standards of the market and government rules.
- Staff, volunteers, Vendors, customers and visitors will not be subject to language or actions considered to be abusive, profane, threatening, or harassing. Threatening behavior, vandalism and the use or threat of violence by a Vendor or person conducting sales at their booth constitutes a violation and may result in immediate and permanent expulsion from the Market. Possession of firearms or fireworks, gambling, or use of alcohol or drugs by a Vendor or his/her employees or agent constitutes a violation of Market Rules and may result in immediate and permanent expulsion from the Market. Fraudulent, dishonest or deceptive merchandising constitutes a violation of Market Rules. All Vendors will be responsible for the actions of their employees and/or agents, including, but not limited to, knowledge of, and adherence to, all market rules.
- All authorized Vendors participating in the Alpharetta Farmers Market are independent operators and shall be liable for any loss or damage to property, personal injury, including death, or any other injury or damage that may occur as a result of any act or omission of Vendor and/or Vendor's agents, representatives, employees and contractors. Vendor further agrees to indemnify and hold harmless the Alpharetta Farmers' Market, the Alpharetta Business Association, its officers, directors, agents, employees and representatives and the City of Alpharetta, its elected officials, officers, agents, employees and representatives, for any loss, costs, damages and other expenses including attorneys' fees and costs of litigation, incurred as a result of any act or omission of Vendor and/or Vendor's agents, representatives, employees and contractors, except to the extent said loss or damage is caused by a negligent act or omission of the Alpharetta Farmers' Market, its officers, directors, agents, employees and representatives or the City of Alpharetta, its elected officials, officers, agents, employees and representatives.
- **LET US HELP YOU BE SUCCESSFUL!** We encourage all vendors to make sure your logo, product descriptions, product photos, website, and social media links are posted in your account in ManageMyMarket. Your visibility to Alpharetta Farmers Market customers and

potential customers will be greatly enhanced by having this information loaded in ManageMyMarket.

H. LICENSING GUIDELINES:

Vendors are responsible for researching and understanding what licensing is required for their respective businesses. Here are some guidelines to help you navigate the licensing process. Please note that commercial liability insurance naming the Alpharetta Business Association as Additional Insured is required for ALL vendors, regardless of product category.

FARMERS / GROWERS

- Live Plant License (<http://agr.georgia.gov/live-plant-license.aspx>)
- Department of Agriculture Permit
- Local Farmer Certificate from nearest extension office
- Co-Packer or Commissary Certificate
- Meat/Poultry Inspection Certificate

PREPARED/MANUFACTURED/RETAIL FOOD VENDORS

- Food Sales License (Ga Dept Agriculture, see www.agr.georgia.gov)
- Business License from city or local county clerk
- Sales + Use Tax Certificate (from Ga Dept Revenue)
- Commissary Kitchen agreement
- Cottage Food License (<http://agr.georgia.gov/cottage-foods.aspx>)
- Health Dept Permit/Inspection
- Valid ServSafe Certificate for business owner
- Pet Food Registration (<http://agr.georgia.gov/pet-food-reg.aspx>)
- For additional information, see <http://www.agr.georgia.gov/manufactured-foods.aspx>

CRAFT/ARTISAN VENDORS

- Business License from city or local county clerk
- Sales + Use Tax Certificate (from Ga Dept Revenue)