



## Maplewood Farmer's Market Guidelines 2009

For those of you unfamiliar with The Maplewood Farmer's Market (The Market), it's located in the parking lot of Schlafly Bottleworks, a brewery and restaurant located at 7260 Southwest Avenue, just off Manchester Avenue, in Maplewood, MO. The Market and takes place on **Wednesdays** from 4:00-7:00 p.m. April through October.

Our market is a unique, mid-week market that partners with Schlafly Bottleworks, provider of live music, beer & food. Slow Food & Bottleworks also co-host a monthly event called SLOWednesday, featuring local farmers, all geared around the support of our local agriculture. The market features 10-20+ farmers & small local businesses selling fresh local produce, meat, eggs, honey, bread, mushrooms, preserves, chocolate, bedding plants and more. Consider scheduling your delivery day for Wednesday in addition to the market. For more information on Slow Food, visit their blog at <[slowfoodstl.blogspot.com](http://slowfoodstl.blogspot.com)>.

The Market is managed by the Market Manager (aka Market Master) who has authority over all Market operations. The Market Manager is the sole decision maker for all booth placements at all times. The Market Manager has the discretion to limit the number of vendors for each category. The Market Manager reserves the right to allow or disallow all items and vendors of any category at his/her discretion. No guarantee of exclusivity of products is made or implied. Market Manager will not approve any new vendor on day of market. New vendors need to make an appointment for application review at least one week prior to participation. The Market does not discriminate on the basis of race, sex religion, national origin, age, color, disability or sexual orientation. Vendor's signature on the Vendor Information Form/Application verifies that the vendor has carefully read, understands, and agrees to all provisions of these guidelines and the contract.

*\*\*\*As a vendor you can enjoy 50% off all in-house food and beer at Bottleworks on the day of the Market. Please inform the bartender and/or restaurant staff that you are with The Market when you order. Remember, it is customary to base tip on the full amount of the bill, not the discounted amount.\*\*\**

## **Application Requirements**

All approved vendors at the Market must provide the following:

1. Completed Vendor Information Form and Application (This form can be downloaded from the market webpage or obtained from the Market Manager and must be filled out on or before the first day of selling. A booth will not be assigned before the completion of this form.)
2. Certificate of General Liability & Product Liability Insurance.
3. Possession of any other permits, certificates or licenses required by the state, county or city to vend your product, like an Organic Egg license.

## **Fees**

Weekly market fee is \$10. The option to commit and pay for the entire season is available. Thirty-one (31) markets cost \$270 (4 free). This entire fee must be received by May 6<sup>th</sup>, 2009. Otherwise fees will be collected on the day of market. Payment of all booth fees is to be paid by cash or check to "Schlafly Bottleworks." Any Vendor writing a bad check will be charged \$25 per check and no future checks will be accepted. Bad check fees must be paid in full prior to renting future space.

## **Attendance & Space Protocol**

Vendors attending on a regular basis will be assigned a space by the Market Manager. Those Marketers attending on an irregular basis, after required initial approval by Market Manager, will need to notify Market Manager (morning of market is fine) if planning on attending; a space will be assigned on your arrival. If you are a regular attendee and can't make it, let Market Manager know since customers inquire and space is limited. Vendors are required to attend complete market and may not leave early.

## **Loading and Unloading of Vehicles**

DO NOT DRIVE/UNLOAD INSIDE THE MARKET UNTIL A BOOTH IS ASSIGNED TO YOU. Set-up begins at 2:45 p.m. for Vendors assigned outer aisle booth spaces (if wanting to unload vehicles inside Market area) and must be moved by 3:15 p.m. to allow center aisles to set-up. At no time should vehicles be parked in the fire lane, on the curb, or block any drive lane, entrance or exit to The Market & Schlafly Bottleworks. Parking in these areas will result in the vendor receiving a probationary warning and/or suspension. Vehicles will be towed at the discretion of the Market Manager at the vendor's expense. Vehicles longer than twenty-two feet from bumper to bumper will not be permitted in The Market.

## **Market Area Traffic and Pick-up**

All vendors must be checked-in no later than 3:45 p.m. No vehicle will be allowed to drive in the Market area between 3:45 p.m. and 7:00 p.m.

## **Vendor Set-up**

THE MARKET WILL PROVIDE ONE 10'x10' BOOTH SPACE. It is the responsibility of the vendor to provide a tent, tent weights, table & any/all chairs, change, cash registers or cash boxes, signage, extension cords and covering, tape, decoration, display equipment and proper City, County, State, and Federal Licenses necessary to do business. (Schlafly will provide a limited number of tables at no cost to marketers on a first-come, first-served basis. Schlafly will have a limited number of tents available on a first-come, first-served basis, as-is, for those Marketers that cannot provide their own for a \$5/week fee.)

Marketers are responsible for setting up, breaking down and **securing** their own tents and tables; items that belong to Schlafly must be returned to the loading dock. A vendor is required to keep all contents, products and by-products in the boundaries of his/her assigned stall at all times, no matter how many empty booths

are located throughout the Market. Nothing can encroach upon aisle space, common areas, fire lanes, or neighboring spaces. Any exception to this policy will be at the discretion of the Market Manager. A vendor is to keep all spare stock, packing materials, cardboard boxes, and bags in an orderly fashion at all times. A vendor must display all produce or other food related products on safe, well-constructed, well-maintained and clean table(s). Produce or other food related items must be displayed or stored at least 6" above the ground. Waste water is to be poured down the exterior drains at Bottleworks.

### **General Market Rules**

- The playing of loud music in vendor stalls is prohibited.
- No pets are allowed in any vendor stall(s) with the exception of guide dogs.
- It is the responsibility of the vendor to refund or exchange merchandise that is deemed unsatisfactory. Each complaint will be discussed with the Department of Health.
- The use of any spark, flame or fire-producing device is prohibited in The Market without The Market Manager's written permission. In some cases a working fire extinguisher and County Fire Permit will be required. The storage, sale, creation or production of volatile or flammable materials or hazardous waste is strictly prohibited.
- Vendors shall not allow seepage and leakage of water or fluids from their stands into the aisles, other vendor's stalls, or common areas.
- No vendor shall use false pack. As used herein, "false pack" means the topping or facing of containers with the best products exposed and poor products concealed underneath.
- All signs and price tags must be legible. No buyer or seller at The Market shall enter into any price agreement or join any organization for the purpose of raising, lowering, or fixing abnormal or artificial prices of products at The Market, or for the purpose of keeping products at The Market, or for the purpose of keeping products off The Market, and no person (including Market Manager) shall assist others in any way to accomplish this purpose.
- The City of Maplewood, The Market, Schlafly Bottleworks & Saint Louis Brewery, Inc. and its employees, agents or officials are hereby released from any responsibility or liability for loss or damage of merchandise while it is being stored in this location.

### **Tear Down and Clean Up**

LEAVE YOUR AREA AS YOU FOUND IT: EMPTY, PICKED UP and CLEAN. Any and all of vendor's merchandise, valuables, vehicles, trailers, tables, chairs, equipment, signage, decoration, display equipment and trash must be removed by the designated closing time for that particular Market day. Any items not removed by designated closing time will become the property of the Market. A cleanup fee of \$50.00 per occurrence will be charged to the vendor, to be paid prior to vendor renting future space. All trashcans are to be used by customers only. Any vendor needing trash facilities should use the appropriate dumpster.

### **Probation**

Probation is a disciplinary action elected by management as an alternative, or as a prior measure, to a vendor's suspension or expulsion from selling privileges at The Market. A vendor who has been suspended or expelled may not return to the Market during the period of his/her suspension or expulsion as an employee or associate of another vendor. The condition of the probation, including terms, how many stalls a vendor can have and their location, whether the vendor can remain an annual reservation holder, length of probation and reason are subject to the discretion of the Market Manager and the individual situation of the vendor.

Probation is ended either:

- 1) Upon violation of probation terms, in which case the vendor is expelled from the Market and/or has his/her selling privileges revoked; or,
- 2) The length of the probation period has been reached without violation of the terms of the probation.

On the later occasion, management reserves the right to continue probation under the same or revised terms.

### **Suspension/Expulsion**

Suspension or expulsion from The Market is at the sole discretion of the Market Manager. No vendor shall do any act or use any language to insult The Market staff, another vendor or shopper, or to intimidate a shopper into purchasing the product being sold. If this occurs, vendor will be subject to ejection from The Market, with probation or suspension consequences.

### **Appeal**

The decisions of the Market Manager, regarding all operations of The Market, including probation, suspension and expulsion of vendors, are final. There is no appeal process of the decisions of the Market Manager.

### **Vendor Booth Rental Procedures**

A vendor is anyone renting booth space on a market day. No vendor shall have the right to assign, sublet or sell his or her reserved booth to another person or firm under any circumstances.

### **CATEGORY 1: FARMERS 100% GROWER (Includes Greenhouses)**

A vendor in the farmer 100% grower category is described as someone who is responsible for both planting and harvesting the produce regardless whether or not they own the property. The grower is responsible for the produce from the “seed to the table.” The agricultural product is to be grown on family held land. “Family-held land may be interpreted as land which is owned, rented, leased or share cropped by a member of the stall holder’s immediate family, including parents, children or siblings.” Marketers need to be the producer or work for the producer. Market management reserves the right to conduct on-site inspections of vendor’s property which must be located within a 500 mile radius of The Market. No supplemented produce will be allowed, you can only sell what comes from your farm. **Any items bought from a wholesaler, retail establishment or any other grower will not be allowed for re-sale. No exceptions. May result in expulsion.**

Any vendor selling products by weight must have a legal for-trade scale approved by Mo Weights and Measures. If the vendor needs to plug in an electric cooler, please let the Market Manager know in advance so that we can place you in a space near the outdoor outlets. The vendor is responsible for setting their own prices, respecting other prices, and **displaying them clearly** for the customers.

Produce offered for sale in any Farmer Category must be free from all harmful pesticide residue and any applications must have been made according to manufacturer’s directions. All food items must be free from insects and spoilage. It is the vendor’s responsibility to know and to be in compliance with St. Louis County Health Department and Missouri Department of Agriculture Weights and Measures requirements on all items that the vendor is selling at The Market.

Products allowed but not limited to:

- Vegetables and fruits
- Flowers fresh and dried from your fresh flowers

- Herbs fresh and dried
- Eggs must be kept in a cooler at 41 degrees or below. Vendor must have a current egg license on file.
- Honey, grains and nuts
- Birdseed you grow, including sunflower seeds
- Meat from livestock you raise. Must be processed by a USDA processor or a state inspected processor and must display proof of USDA or State inspection product label. All items must be kept at an appropriate temperature. Vendor must comply with all St. Louis County Health Department regulations and Department of Agriculture Weights and Measures regulations.
- Bedding plants, house plants, seedlings and saplings that you grow.
- Ornamentals, such as gourds, ornamental corn, dried grasses and mini pumpkins.

Market Master must approve all handcrafted items prior to sale at The Market.

**Morel Mushrooms:** The sale of Morels will only be allowed during the months of May and June by contracted vendors. All vendors in this category must have a letter from a mycology expert stating that the vendor is qualified to safely identify edible species of wild mushrooms. All vendors must have a sign posted, in plain sight, stating that mushrooms have been inspected.

**Farmer Homemade Baked Goods/Packaged Food:** Selling products prepared at home is prohibited. Food products must be manufactured and packaged prior to Market Day. Food products must be manufactured completely by the vendor. All prepared foods must be prepared, packaged, labeled with ingredients and stored in a health department inspected and approved facility, also called a state inspected kitchen. All products must meet Health Department regulations and the Missouri Department of Weights and Measures regulations. It is the vendor's responsibility to have a copy of their most recent health inspection and a copy of their kitchen license available for inspection and to know and be in compliance with Health Department regulations on all items which are sold at The Market. Products Allowed:

- Baked Goods
- Jams and jellies – water processed only, no paraffin-topped are the only products that can be prepared at home and must include a label with name, name of producer, and address. Placard must state that product has not been inspected and must be kept refrigerated after opening.
- Salsa – as long as it complies with the correct pH regulations.
- Wine Vinegars
- Dry mixes and Bulk spices
- Relishes – water processed only, no paraffin-topped are the only products that can be prepared at home and must include a label with name, name of producer, and address. Must comply with the correct pH regulations. Placard must state that product has not been inspected and must be kept refrigerated after opening.
- Meat processed in a USDA or state inspected facility.

Required label information on ready-to-eat products:

- Common/usual name of product
- Name and address of the manufacturer.

- Net contents of package.
- Individually wrapped.
- List of all ingredients.

General Liability Insurance/Proof of General Liability Insurance of at least \$1,000,000.00 is required. You must include the following entities as “additional insured” to your general policy coverage in order to do business on the Maplewood property of Schlafly Bottleworks, 7260 Southwest Avenue, Maplewood, MO, 63143.

**CATEGORY 2: SMALL FOOD ORIENTED BUSINESSES**

Owner must be the vendor. Owner must provide Market Manager with a description of the business and what will be sold. Items not allowed for sale in this category:

- Anything you did not make yourself.
- Anything you are selling on consignment or have purchased wholesale.
- Anything commercially produced.

Preference is given to business’ that utilize locally grown products and manufacturers.

**CATEGORY 3: MISCELLANEOUS NOT-FOR-PROFIT**

A Not-For-Profit organization may lease space on an “as available” basis only, free of charge. These spaces are to be used for the purpose of promoting awareness of the organizations objectives. It may be necessary for the organization to provide informational literature or proof of its not-for-profit status to determine appropriate placement for the day. Every organization must check-in with the Market Manager. An organization not receiving permission prior to set-up will be asked to leave The Market. No soliciting, receiving of donations or selling of materials is allowed in this category. Not-For-Profit organizations requesting to sell items made or grown by the group, homemade baked goods or packaged foods must comply with all outlined requirements and applications for the appropriate category and are subject to the health department guidelines associated with that particular category. To distribute literature, register individuals, or take a survey, vendor must have permission from The Market Manager prior to set-up. Any group or individual engaged in this type of activity without prior approval will be asked to leave The Market immediately. No soliciting, receiving of donations is allowed in this category. No political or religious groups, or groups with political or religious affiliations will be permitted to have a space in the market.

**SAINT LOUIS COUNTY HEALTH DEPARTMENT – Food Sales at Farmers Markets**

The Missouri Health Department regulates retail sales of food products. The objective is to assure that all foods offered for sale are safe and wholesome. Consumer advisories may be needed and can be requested for the preparation of food to order. A complete copy of these regulations is available via the St Louis county website, [www.stlouisco.com](http://www.stlouisco.com).

Saint Louis County Food Code restricts the sampling or selling of potentially hazardous foods (PHF’s) to protect the public from food borne disease. Potentially hazardous foods are foods that consist in whole or in part of milk or milk products, eggs, meat, poultry or fish. Examples would include cream or meringue pies, hamburgers, hot dogs, burritos, egg rolls, jerky, summer sausage and similar products.

Only vendors that have valid Health Department permits and are in compliance with all applicable regulations may sell or sample the foods listed above; including the presence of a seasonal pushcart permit for sales at

the market. Sales of packaged frozen meats are allowed if from an inspected source, labeled properly and maintained frozen. Eggs may be sold if maintained at 41 degrees F. Egg producers must obtain an egg license from the Missouri Department of Agriculture at (573) 751-2495. Only eggs of the quality standard designated Grade "AA", Grade "A" or Grade "B" shall be sold to any consumer by any person. "No Fertile Eggs." The sale of un-pasteurized milk or milk products is not allowed unless it is compliant with the Missouri regulations for un-pasteurized, aged cheese.

### **Guidelines for vendor sales of processed non-potentially hazardous foods and baked goods**

All packaged products must be from an approved source. An "approved source" is any place, which has been inspected and approved by the regulatory authority with current documentation from the authority of compliance. Packaged products must be labeled with the common name of the product, the name and address of the producer, and a list of the ingredients in order of predominance. Cookies, breads, cakes, cinnamon rolls and fruit pies must be prepared and packaged in an inspected facility; no baked goods can be prepared at home. Home canned products must be from an approved source or an inspected facility. Homegrown produce may be sold, provided any pesticide use complies with label directions. Sales of uncut fresh fruits and vegetables do not require a Health Permit. All foods while on sale or display are required to be effectively protected from contamination.

### **Sampling**

Preparation and distribution of food samples from agricultural products is allowed provided that the following sanitary conditions exist:

- Samples shall be kept in approved, clean covered containers.
- All food samples shall be dispensed by the producer in a sanitary manner.
- No bare hand contact with ready to eat food.
- Food intended for sampling shall be washed of any soil or other material by potable water in order that it is wholesome and safe for consumption.
- Immediate access to hand washing facilities is required and must be provided by vendors, along with any and all dish washing facilities.
- Potentially hazardous food samples shall be maintained at or below 41 °F if cold and above 135°F if cooked. All other food samples shall be disposed of within two hours after cutting.
- Utensils and cutting surfaces shall be smooth, non-absorbent, and easily cleanable or disposable.

### **Bulk Foods**

Foods sold in bulk, like coffee beans, dried beans, lentils, granola, whole grains, dried fruit, pasta, etc., may be sold in bulk without a health permit if immediate access to hand washing is available; if foods are self-serve, utensils must be available for public use. Only prepackaged, non-potentially hazardous foods do not require a food establishment permit. If products are sold from bulk where people would scoop out their products a permit is required.

### **Food Handler's Card**

Vendors preparing food, cutting food or selling unwrapped foods will need to obtain a food protection manager certification from an approved program. This card is needed whether or not the vendor needs a Health Permit for their booth. All vendors must use safe food handling practices. If at any time the St. Louis County Health Department determines that a vendor is not handling food in a safe and sanitary way, the Health Department may cease operations of the vendor, regardless of whether or not the vendor has a Health

Permit. Please contact the St. Louis County Health Department Food and Environmental Division for information on obtaining permits.

If you have questions, concerns or comments, please call or email the Market Manager.

Thanks,

Hally Bini

Market Manager

Ph: (314) 413-1900

Fax: (314) 647-2589

Email: (see attached business card)

Mail: 7260 Southwest Ave., Maplewood, MO 63143