

Antietam Valley Farmers' and Artists' Summer Market 2017

Statement of Purpose

The Antietam Valley Farmers and Artists Market (AVFAM) is a market that was created and organized to operate a local farmers market which will offer consumers a wide range of locally grown produce and products made by the vendors themselves. The market will serve a long established residential community of over 9000 people, as well as serve as a destination market for walkers and drivers alike. This market is designed to create a strong sense of community, and will help to sustain our local farming families and artists by providing a strong and direct market sales site.

Season and Dates

The 2017 summer market season will begin on **Saturday, May 20** and end on **October 7, 2017**.

The market will be open every Saturday, rain or shine, from 8 am - 12 pm. We may be closed Sept 9 due to the Reading 120 Professional Bike Race.

Location and Times

The AVFAM will be located in the heart of the Antietam Valley on the grounds of Carsonia Park, outside of the Antietam Valley Recreation & Community Center, located at 905 Byram Street, Pennside, PA 19606. In the event of inclement weather, the market will be held indoors at the Rec Center. The market will open at 8 AM and close at 12 PM.

Product Categories

*vegetables * cut flowers *meats and animal products * baked goods * live plants
*crafts and other approved products * fruits * dairy products * fish/seafood *prepared foods

Fees

- Full time vendor 2017 summer season fee is \$200. You must attend 18 of 21 market days to qualify as a full time vendor. If attendance drops below 18 market days, the part time fee will be assessed.
- Part time vendor 2017 summer season fee is \$25 per market day.
- Additional 10 X 10 space is available for \$50 for the season.
- If for some reason you are not able to attend market on any Saturday, you must let us know by noon on the preceding Thursday.

Application Procedures

- Vendor may apply online at farmersmarket.antietamvalley.org or by mail
- Vendor fee must be paid when the application is submitted
- Applications are due no later than the week of **March 20, 2017**.
- Proof of insurance, **3 copies**, must be included with the application. Past vendors, if your certificates are not expired, you do not need to include.
- Vendors will be required to submit a new application each market season
- No walk-ons will be permitted to participate in the AVFAM

Vendor Space and Position Assignment

- Vendor space will be assigned by the Market Master. Returning, full time vendors will be given priority when assigning space.
- Each vendor will be given a 10 X 10 ft. space. If a vendor desires an additional 10 X 10 ft. space, it must be approved prior to the start of the season by the Market Master and a fee of \$50 will be assessed.

Market Stands

Each market stand must meet the following requirements:

- Stands must be set up and ready to operate by 8 AM; and removed in their entirety by 12:30 PM.
- Vendors must ensure the safety of their displays and canopy
- Canopy must be properly weighted or tied down securely in inclement weather
- All item prices must be posted prior to the market opening and must be posted at all times
- Each vendor must have a farm/business sign posted each market day
- Vendor's produce must be 80% grown by the farmer, 20% may be supplemented
- Vendors *must* identify any organic or supplemented products
- Vendors should strive to sell products of the highest quality and freshness
- Vendors must maintain a clean and neat stand -- tables and other fixtures should be in good repair
- Each vendor is responsible for cleaning up their market site at the end of each market day
- It is the responsibility of each vendor to remove trash that is generated from their stand and haul it away at the end of the market day
- If you are running late, please contact Deb Clay, Market Master, at 484-772-7214

Marketing

- Vendor logos will appear on our website with contact information; feature "Vendor of the Week"
- A weekly email newsletter to our growing mailing list of 2500+ names; includes specific vendor specials for the week (due to Margaret at studio@margaretsaylor.com by Thursday noon for Saturday market)
- An informational email sent Monday mornings to apprise vendors of any news of the week
- Weekly posts to Facebook & Twitter
- Local advertising, press releases, and news outlets

Regulatory Compliance

Vendors are personally responsible to be in compliance with all applicable local, state, and federal regulations. These include but are not limited to:

- Pesticide licensing and safe use
- Certification of scales by the department of weights and measures
- Organic certification for products claimed to be organically grown
- State sales tax where applicable
- Health and labeling regulations that apply to preserves, honey, cider, baked goods, canned goods, eggs, dairy products, meats, etc.
- Certified kitchen license if applicable

Liability

Each vendor must provide a minimum of \$500,000 in liability coverage and issue a certificate to:

Antietam Valley Recreation & Community Center (AVRCC), 905 Byram St., Reading, PA 19606

Mt. Penn Borough Municipal Authority (MPBMA), 200 North 25th St, Reading, PA 19606

Antietam Valley Community Partnership (AVCP), PO Box 3616, Reading, PA 19606

naming those bodies as "also insured". **(These three certificates must be included with the application.)**

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AVFAM Market Master, PO Box 3616, Reading, PA 19606

email: farmersmarket@antietamvalley.org

website: farmersmarket.antietamvalley.org