



# EASTON. FARMERS MARKET

*Fresh. Local. Delicious.*

## The Easton Farmers Market

*Welcome to the Easton Farmers Market!*

*The Market runs Thursdays, 4 - 7 pm, June – August, on the Town Square at Easton Town Center.*

*The weekly seasonal celebration is designed to benefit local food growers, producers and consumers; strengthen our local economy; and create a fun, educational, family oriented gathering.*

*Market Shoppers will have access to free parking located in garages and surface lots in close proximity to the Market. To complement Vendor offerings, there will be cooking and food demonstrations and Eco friendly activities and vendors.*

*Easton's operations and friendly EFM Market Team will assist both Vendors and the public.*

*The Easton Farmers Market (EFM) is presented by the Easton Community Foundation, a 501(c)6 not-for-profit organization, and Easton Town Center, each dedicated to make high quality, nutritious, locally grown food more available to neighborhood residents, area workers and visitors. Celebrate Local coordinates the EFM for the Easton Community Foundation.*

## Market Vendors Categories

**Agriculture:** Includes regional farmers and food producers who bring product to market that is 100% grown, raised and harvested on farmland that they own, and/or operate in Ohio. If a Farmer farms on land(s) he/she rents or leases, he/she may be asked to provide the Market with a copy of the signed lease agreement(s). Farmers who practice environmentally responsible & sustainable growing, breeding, raising, and harvesting methods will have priority.

### **Cottage Food/ Value Added Food/Nurseries:**

Farm products that are made from raw ingredients, a majority of which is grown and produced in Ohio, and prepared in compliance with local, regional and state health and food handling laws. These products include cheeses, dairy, meats, viticulture, dried fruits and vegetables, juices, jam or other processed agricultural and livestock food products. Some processed farm products are not processed by the farmer but are processed products which the vendor made from raw ingredients purchased from a local farmer which have been cooked, canned, dried, baked, preserved or otherwise significantly treated. Nursery products that are grown or raised by the farmer, upon land that s/he controls through ownership, lease, rental or other legal agreement, including fresh cut or potted flowers, bedding plants, seeds,

perennials, annuals, trees or shrubs that are propagated from seed, cuttings, bulbs, plugs or plant divisions. Dried flowers and wreaths may be sold if made from materials grown or gathered by the Vendor.

**Eco-Green:** Businesses and 501c non profit organizations promoting products, tools, services and information addressing issues surrounding sustainability and eco-friendly community practices.

**Artists & Artisans:** Products must be hand made by Ohio residents, with priority going to products relating to the Market's farming, gardening and eco-friendly theme.

## Business to Business Details

**Definition of Vendor:** An owner/operator of a business entity approved to sell at the market by Market management. A season vendor may not operate under a franchise agreement. A vendor may not share stall spaces with other entities unless authorized by market management. **Vendors are responsible for knowing about and acquiring all necessary licenses.**

**Application:** Vendor applications are accepted free, online. Follow this link <http://www.managemymarket.com/landing.aspx?orgID=230> to create your Vendor Profile. Then follow the prompts to submit an application to the Easton Farmers Market. Once a vendor has been accepted a signed Easton Release and Hold Harmless Agreement will be required.

**All Booth Rates include the use of a 10'x10' tent**

### **Season Booth Rates:**

**\$250** - 13 weeks; **\$150** - 7-weeks; **\$130** - 6-weeks

### **Daily Booth Rates:**

\$25 Food Producers, Cottage Food, Value Added Food

\$30 Eco-Green Products & Services, Artists & Artisans

\$10 Non-profits

**Payments:** Payment is due at the time a vendor has been accepted. Payment may be made in the form of a business check or a cashier's check, payable and mailed to **Celebrate Local Enterprises**, 3952 TownsFair Way, Columbus, Ohio 43219, Attention: Easton Farmers Market. Please accompany the payment with the Vendor name and contact information. Payments can also be paid at Celebrate Local, check [www.celebratelocalohio.com](http://www.celebratelocalohio.com) for store hours.

**Non-Payment:** Payments not received by due date will indicate Vendor is no longer interested in participating and the Booth Space will be made available to another Vendor.

**Exclusivity:** The Market does not offer exclusive rights to any one vendor to sell any one product. Market custom-

ers generally benefit from having a choice. However, if EFM believes the number of Vendors offering the same or similar products is excessive, duplicate products may be denied entry.

**Space Assignment & Relocation:** Easton Farmers Market reserves right of placement of all Vendor booths and reserves the right to reassign placements from one week to the next.

**Selling for others:** With prior approval by Market Manager, product offerings may be supplemented with agricultural items grown by neighboring farmers and producers if located within a 25-mile radius address, and resulting products do not represent more than 20% of inventory for sale.

**Orientation Meeting:** All accepted Vendors must attend a Vendor Orientation Meeting, date to be determined. If a Vendor cannot attend, s/he must send a responsible representative.

**Transfer of Space:** Vendors may not sublet stall space to others. Prepaid fees are non-transferable to other market dates or vendors.

**Shared Booth:** Each shared booth member must submit a separate application, be separately approved and sign its own Hold Harmless Agreement. Signage at the market must include all business names and products of each shared booth member.

**Right to Deny and Terminate:** EFM Management reserves the right to deny a Vendor's application; prohibit anyone from selling at the market; prohibit any product from being sold at the market.

**Absences:** So that space can be made available to another vendor, please email us by noon on Monday, or sooner, if you know you can not use your reserved space.

**Late Arrivals:** In the Town Square location, promptness is required. After 3:45 pm, products and equipment will need to be walked or rolled to your booth.

## Vendor Product Related Responsibilities

**Product Declarations, Additions:** Vendors are required to submit, on the application, a complete list of all products they wish to sell. All products must be grown, raised, produced, caught or gathered by the vendor in Ohio, and must be pre-approved before being sold. If a vendor wishes to add to their original approved list, they must submit a written request, to the Market, a minimum of one week, before they wish to sell the product(s).

**Full Compliance:** Vendors and their employees are responsible for complying with Market guidelines, and federal, state, and local regulations on areas of health, safety, commerce, and licensing requirements governing the production, display, distribution, sampling, and sale of their products. Vendors providing samples and product cooking demonstrations must comply with Ohio Department of Agriculture rules governing market sanitation and health issues. Vendors using grills must have a fire extinguisher.

**Right to monitor products.** EFM reserves the right to monitor participating product production, farms, and nurseries by visiting farms and places of operations.

**Documentation and Display of Permits, Licenses, insurance:** Nursery licenses, organic certification,

meat seller licenses, licensed kitchens for processed foods etc., must display license in booth.

**Weights and Measures and Taxes:** Vendors must adhere to the guidelines for the sale of produce provided by the City of Columbus, Division of Weights and Measures. Scales must bear the current seal of inspection from that office. If you sell a taxed product, you are responsible for obtaining a vendor's license.

**Production and Growing claims:** Written and verbal declarations regarding pesticide or chemical use which cannot be certified such as unsprayed, no spray, and pesticide-free will need a written statement, submitted with the vendor application, attesting how these procedures are followed. Signage making such claims will not be allowed. Vendors are required to produce the written statement about production methods, and should have copies of the statement available in his/her booth for any consumer who requests it.

**Additional Requirements for Meat, Dairy Products and Processed Foods:** All meat, dairy and processed food products must be labeled in accordance with Ohio Department of Agriculture requirements. Products administered growth hormones, such as rBGH, may not be sold at the Market.

## On Market Day!

**Arrival:** All vehicles must be removed to a designated parking area by 3:45 pm. A detailed arrival and departure plan will be presented at the vendor meeting.

**Booths, Signage and Equipment:** Easton Farmers Market will supply a 10' x 10' weighted tent. No signs may be placed on, taped, stapled, attached to the tent or tent canvas. Inside banners may be tied to the back interior of the booth. Vendors must supply their own tables and chairs. Vendor's equipment must not be a hazard to the public or other vendors.

**Electricity:** All electrical equipment must be pre-approved by Market Management. Vendors requiring electrical power are responsible for providing their own outdoor multi plug breaker strips, extension cords and mats to cover all portions of the cord that lie in any area used by market customers. EFM has limited electricity available.

**Clean and safe:** Vendors are responsible for keeping their space and tent clean and attractive during market hours and must clean up their space after the market closes, including sweeping up any debris, bagging and placing it in a designated area.

**Vehicle Parking:** Vehicles may not be located directly next to a vendor's booth. A near-by designated parking area will be set-up for vendors and staff.

**Help Us Be A Zero-Waste Market:** Use environmentally responsible and sustainable methods of production and packaging, and cooperate with efforts to be a Zero-Waste Farmers Market.

**Americans with Disabilities Act (ADA).** The EFM is fully ADA accessible. Vendors must comply with the Americans With Disabilities Act regulations that require customer service counters to be a maximum of 36" high from the ground, a minimum of 27" clear underneath, and a minimum of 36" long. Food and beverage service counters must be a maximum of 34" high from the ground.

**Pets:** No pets are permitted on the Easton property.

### **Vendors are encouraged to:**

- Consistently display high quality products: fresh, flavorful and ripe
- Adhere to the highest standards in safe food production and handling
- Accept credit cards
- Display signs advertising the special things you accept such as EBT, senior coupons, WIC, etc.
- Promote your unique production methods and products and provide handouts to any consumer who requests them.
- Display positive conduct toward customers, fellow vendors, Market Team and volunteers
- Have a knowledgeable, engaging, friendly staff
- Direct customers to the Veggie Valet to freely store their products while they shop.
- Maintain clean and attractive displays
- Consider donating products for the chef demonstrations, when asked
- Stay in touch and communicate often with the Market Manager.
- Update your profile on Manage My Market, your websites, blogs, FB, twitter, etc. with updated news and happenings so we can help promote you.
- Respect other Market Vendors. Do not give produce or other items away for free or at below-cost pricing, thus under cutting potential sales of other vendors. This does not apply to sampling.
- Read EFM emails so you are in the loop about plans for the market.
- Respond to EFM survey requests about sales, observations, procedures, etc.
- Respect Market Customers. No hawking, yelling, and selling products in an aggressive way. When aisles are particularly crowded, it is not permitted to stand in the aisles while providing samples.
- Provide the Market Team feedback and suggestions.

### **Information that may be helpful:**

- Columbus Health Department: Food Safety 614-645-6747, 240 Parsons Ave., Columbus, Ohio 43215
- Cottage Foods: Ohio Department of Agriculture: Food Safety/Cottage industry, <http://www.agri.ohio.gov/divs/foodsafety/>, 614-728-6250, [foodsafety@agri.ohio.gov](mailto:foodsafety@agri.ohio.gov)
- Division of Weights and Measures: 614-645-7392, 240 Greenlawn Ave., Columbus, Ohio 43223
- Vendor's License: Franklin County Auditor's Office, 614-462-3260, 373 S. High St., 43215
- Tips to market your products: [www.growingformarket.com/categories/SellingAtFarmersMarkets](http://www.growingformarket.com/categories/SellingAtFarmersMarkets)
- Ohio Proud: <http://www.ohioproud.com>
- Ohio Ecological Food and Farm Association: [www.oeffa.org](http://www.oeffa.org)
- Innovative Farmers of Ohio: [www.ifoh.org](http://www.ifoh.org)

### **Contact Information:**

- Market Managers:
  - Heidi Maybruck, 614-861-1718  
[heidi@celebratelocalohio.com](mailto:heidi@celebratelocalohio.com)
  - Lynn Stan, 614-218-5613  
[lynn@celebratelocalohio.com](mailto:lynn@celebratelocalohio.com)

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