



2017 Fallbrook Farmers' Market Vendor Application Packet



Dear local producer:

Thank you for considering application to the Fallbrook Farmers' Market (FBFM). FBFM is nestled in the beautiful and walkable town center of the Fallbrook community. The Market serves several communities in northwest Lincoln including Fallbrook, the Highlands, and Airpark neighborhoods, as well as hundreds of commuters along Hwy 34. We provide a venue to connect farmers, producers, and makers to residents eager for access to local, sustainably produced food and products.

Our producer-only market operates on Thursday evenings from 5:00 PM to 7:00 PM, for 8 weeks starting June 22 and ending August 10. We are a modestly sized market with a priority for seasonal vendors providing farm, processed farm, value-added food products and crafts. It's important to us to provide the right mix of vendors and products as we strive to meet customer needs and provide the most benefits for you as a vendor.

As you may remember from last year, the Fallbrook Farmers' Market is now under the ownership of the Kiwanis Club of Fallbrook. Over the last six years, FBFM has established itself in the community as the place to go for local food and family fun. The Kiwanis Club supports this direction and views the success of the Market as important for our community. This year each of the 8 markets has a dedicated theme which will drive shoppers to the market and engage youth and families in the market activities.

We also are generously supported by several sponsoring organizations including Cattle Bank and Farm Credit Services of America. Sponsorship allows for us to continue having entertainment and family fun activities such as the bounce house. We have a popular token program which allows customers to purchase wooden tokens with their credit, debit, or EBT/ SNAP card, and use those tokens to purchase goods from participating vendors. Also, our marketing and promotional items this year will highlight regular and season vendors. We are here to help promote your business or farm! These are just a few examples of how management and our sponsors are committed to the success of the Fallbrook Farmers' Market and supporting our vendors.

Please complete the 2017 Vendor Application and submit it with your product list, copy of certificate of liability insurance, and copies of any applicable permits or licenses by May 15th. You will be notified of acceptance by May 25th. Thank you for taking the time to review this packet and complete the application process.

If you have any questions, please call or email me at (402) 202-2018 or fallbrookfm.manager@gmail.com. I look forward to working with you this season!

Warmest regards,

Brandee Payne
Market Manager

Find us online: www.fallbrookfarmersmarket.com
Find us on Facebook: [fallbrookfarmersmarket](https://www.facebook.com/fallbrookfarmersmarket)



Fallbrook Farmers' Market Rules & Regulations

Fallbrook Farmers' Market is a producer-only market. Applicants must live and produce the products offered for sale within Nebraska or within 250 miles of Lincoln, NE. You must be the producer, a family member or an employee who is directly involved in the production of the product you are offering for sale to apply and vend at Fallbrook Farmers' Market.

Vendors are responsible for compliance with applicable city, county, state, and federal regulations and supplying the Market Manager with proof of such. Regulations including (but not limited to): verification of processing in a licensed facility; verification of FDA and/or USDA approved meat and poultry inspection and processing; Lincoln-Lancaster County Health Department (LLCHD) permit for home baking; State Department of Agriculture Weights and Measures requirements; and Nebraska Nursery License. Contact LLCHD with questions about permits/licenses at (402) 441-6280. Prominently post all permits and tax number in your booth.

All vendors are required to carry commercial general liability (CGL) insurance in the amount of \$1 million or more. CGL insurance includes General Liability (covering claims brought against the vendor that are not product related) and Product Liability (covering claims related to the product the vendor sells). A copy of the vendor's Certificate of Insurance must be sent with the application.

Dates & Location

Thursdays 5:00 PM – 7:00 PM, June 22nd – August 10th (8 weeks). The market is Located at the Fallbrook Town Center, 570 Fallbrook Blvd, Lincoln, NE 68521

Vendor Types

Season Vendors are vendors that pay a reduced stall fee for the full season and are guaranteed the same stall location for the duration of the market season.

Weekly Vendors are scheduled for a stall space as they are available and to the discretion of Market Management depending on situations such as product variety/need at Market that week. Weekly vendors may be in a different stall each week they are scheduled.

Vendor Categories

Local Farmer: Anyone selling vegetables, fruit, plants, fresh cut or dried flowers, eggs, fish, and/or meat that they grew themselves, or managed the growing of if there are employees, within Nebraska or 250 miles of Lincoln, NE. The land may be owned or rented.

Farmer Processor: Anyone who grows the raw ingredient and then either processes it on their farm or sends it out for processing. This could be jelly, salsa, cheese, value added meat, herb blends, etc.

Baker: Anyone who offers fresh, non-hazardous, not previously frozen and thawed, fresh baked products. Priority will be given to vendors who use Nebraska grown ingredients.

Non-Farmer Processor: Anyone who buys the raw ingredients for their product and makes a product for sale, either at their permitted residence or at an inspected facility. This could include jelly, salsa, value added meats, etc. We will give booth preference to vendors who buy from local FARMERS, not wholesalers.

Concessionaire: Anyone who has the required State and Lincoln Lancaster County permits for selling goods and drinks to be consumed on site.

Temporary: Anyone who lives and/or produces their product outside of Nebraska and the 250 mile radius of Lincoln. You must have the approval of the Market Manager to be permitted.

***Crafter:** Anyone who adds value to a product or handcrafts a product from raw materials such as jewelry, clothing, soaps, candles, artwork, etc. Component materials must be sufficiently modified from their original state to demonstrate fine craftsmanship. ***See the separate Vendor Application for Craft and Art Products.**

Priority will be given to Farm and Nursery Products, Processed Farm Products, and Value-added Food Product Vendors. A limited number of Weekly Stalls will be available for rotation, with preference for Seasonal Vendor Stalls. Craft Vendors are not eligible for Seasonal Stalls.

Set-up & Attendance

Set-up Time: The FBFM Manager will be onsite every Thursday by 4:00 PM. Vendors may arrive between 4:00 and 4:30pm. **Vendors must be set up and ready to sell by 4:45 PM.** Your stall must be staffed for the duration of the market.

Attendance: You must notify the market manager if you are unable to attend the market on a given day. You can mark those dates on your application or you can notify the market manager in writing at least one week before the date of non-attendance. In case of an emergency please notify the market manager as soon as possible. **There are no refunds.**

The Market Management has the right to use the stall/s for another vendor/s with no refund to the paid vendor if paid vendor is absent from the market.

Inclement weather: If there is a storm warning issued by the National Weather Service during the hours of the market, the market will close at the discretion of Market Management. It is left to the vendor's discretion to set up in case of inclement weather. There are no refunds or rollovers if the market is in operation on the day you selected to attend and you decide not to attend.

NO SMOKING during the market or within a 25 foot area surrounding the market from 5:00 - 7:00 PM.

Stall Types & Space Requirements

Stall Type and stall location is determined by the need of the market and your need for space. Standard stall spaces are 10' x 10' (display only stall) or 10' x 20' (vehicle stall). When using a display only stall you must unload your vehicle, move it to the designated location and then return and set up your stall.

Display Requirements

Post all required permits and signs prominently. Vendors are required to have a sign with their name and location (city or town) in 2" or larger lettering posted more than one foot off the ground. Signs should be posted stating the product, unit of sale, and price. All produce and products should be displayed on well-constructed, well-maintained and clean tables. It is the responsibility of the vendor to provide any/all tables, chairs, shade devices, extension cords, tape, display equipment, hand washing station, cash box and cash and proper signage.

Vendors are responsible for keeping their area clean during and after the market. Maintaining the parking lot is part of our agreement with the owners. You are expected to provide your own broom, dustpan, and container.

Payments & Billing

Payment is due two weeks before your market date indicated on the application. No stall will be held for you without payment.

Season Vendors may opt into a payment plan and pay the first half of total fees by 6/15/17 and the second half by 7/15/17.

Returned Checks: First occurrence the vendor will be charged an additional \$10 fee and may be requested to pay the entire amount in cash. Second occurrence the vendor will be charged an additional \$25 fee and must pay in cash for the rest of the season.

Rule Violation & Market Exclusion Policy

Causes for exclusion from FBFM include:

- Violation of Vendor Rules and Regulation.
- Product and/or display does not meet the standards of the market.
- Non-cooperation with fellow vendors, customers, or Manager.
- You have received 3 warnings as to your vendor compliance.

1st violation will result in a verbal warning from the manager and a request for you to re-read the rules and regulations and let the market manager know if you will comply with them.

2nd violation will result in a written warning and may result in the vendor being dismissed from the market for 2 market days with no refund. You will receive a written notice stating what violation(s) occurred and at what date you may return.

3rd violation will result in a written notice stating that you are no longer a vendor of the Fallbrook Farmers' Market and no refund will be given.

Management Statements

Fallbrook Farmers' Market reserves the right to deny stall space to any vendor at any time. The vendor's signature on the application verifies that the vendor has carefully read, understands, and agrees to all provisions of the Agreement and these attached rules and regulations. Stall assignments, determination of suitability of items offered for sale and collection of stall rental fees are the sole responsibility of the Fallbrook Farmers' Market Management.

No guarantee of exclusivity of products are made or implied.

Vendors are generally free to set their own prices and to decide whether and how much prices need to be adjusted during the market season. However, the FBFM strongly discourages the practice of "dumping" goods. Dumping is disrespectful to other vendors, unsustainable to the market in general, and is contrary to goals and expectations of FBFM Management.

Quick Reference

Checks Payable to: Fallbrook Farmers' Market

Mail to: Fallbrook Farmers' Market

Attn: Brande' Payne
PO BOX 84292
Lincoln, NE 68501

Market Manager: Brande' Payne, (402) 202-2018, fallbrookfm.manager@gmail.com

Fallbrook Farmers' Market 2017
Vendor Application
Due by May 15, 2017
Notice of Acceptance will be given by May 25, 2017

Business Name _____
Contact Person _____
Address _____ City _____ State _____ Zip _____

Location or Address of Farm _____

Cell Phone (____) _____ Text Message Okay? **YES** **NO**

Other Phone (____) _____ Email _____

1. Circle your primary Vendor Category:

Farmer Farmer Processor Non-Farmer Processor Baker Concessionaire

2. Do you produce all products or ingredients that you will sell at FBFM? ___YES___NO

If NO, please explain what and why: _____

3. List all Farmers' Markets where you are a vendor: _____

4. **Business Statement.** Please include a description of your business, product, and/or farm. This may be included on the FBFM website or used in other promotional materials.

Stall(s) Desired:

What type of stall would you like: ___Vehicle (10 x 20)___ Display Only (10x10)

Electricity Required? ___YES___NO **Amperage Needed** _____

Vehicle stall priority is given to those who need a vehicle for staging and storing of their product.

Weekly Vendors: circle the date(s) you plan to participate.
Season Vendors: cross off any date(s) that you will not participate.

June 22 29

July 6 13 20 27

Aug 3 10

Stall Fees & Payment

		Season Vendor	Weekly Vendor
Category I	Farmer & Farmer-Processors	\$120	\$18/week
Category II	Non-Farmer Processor, Concessionaire & Bakers	\$140	\$20/week
Category III	Temporary Vendor and Crafter	Ask about Discount for Multiple Weeks	\$25/week

Ask about discounts for double stalls

Weekly Vendor \$ _____ (# of weeks) x _____ # stalls = \$ _____

OR

Season Vendor \$ _____ x _____ # stalls (1 or 2) = \$ _____

Electricity \$3/week x _____ weeks = + \$ _____

Lincoln-Lancaster Country Health Department (LLCHD) Placard Fee = **\$25** + \$ _____

LLCHD Permit required for "home bakers/processors" only (must have attended vendor training on 2/25/17 or have a food handler's permit before a placard can be issued to you)

GRAND TOTAL = \$ _____

ATTACH WITH YOUR APPLICATION:

1. Complete Product List of ALL products to be sold.
2. Copy of your Certificate of Liability Insurance.
3. Copies of all applicable permits and licenses.

Make checks payable to: Fallbrook Farmers' Market
Mail and/or email completed application and materials to:
 Brande' Payne, PO Box 84292, Lincoln, NE 68501 or
 fallbrookfm.manager@gmail.com

By signing this agreement, the Vendor agrees to indemnify and hold harmless the Fallbrook Farmers' Market, its employees, volunteers and sponsors from any and all causes of action which may arise from the operation of this farmers' market, not caused by negligence of the Fallbrook Farmers' Market, its employees, volunteers and sponsors. I grant permission for the Fallbrook Farmers' Market to use any photos, videotape, etc. taken of my products or me in any and all publicity and advertising promoting the Market.

By signing this application, I acknowledge that the agreement has been read and understood, and I will abide by the terms presented in the Vendor Rules & Regulations.

I certify that the information contained in and submitted with this application is true and accurate.

Signed _____ **Date** _____

Fallbrook Farmers' Market 2017
Vendor Application
***For Craft and Fine Art Products**
Due by May 15, 2017
Notice of Acceptance will be given by May 25, 2017

Business Name _____
Contact Person _____
Address _____ City _____ State _____ Zip _____

Sales Tax Number _____

Cell Phone (____) _____ Text Message Okay? **YES** **NO**

Other Phone (____) _____ Email _____

1. Do you produce all products that you will sell at FBFM? ___YES___NO

If NO, please explain what and why: _____

2. Briefly describe your work and production techniques. What value do you add to the raw product(s)? Use separate sheets if needed.

3. . Briefly describe any recent opportunities for selling your products (e.g. other farmers' markets, stores, shows or studios).

Stalls for Craft Vendors are display-only stalls (10' x 10'). If a different set-up is required, include requests here:

Stalls for Craft Vendors are available on a rotating weekly basis. If approved, each vendor will be notified and scheduled for up accordingly.

Cross off any date(s) that you cannot participate.

June 22 29

July 6 13 20 27

Aug 3 10

Stall Fees & Payment

		Season Vendor	Weekly Vendor
Category I	Farmer & Farmer-Processors	\$120	\$18/week
Category II	Non-Farmer Processor, Concessionaire & Bakers	\$140	\$20/week
Category III	Temporary Vendor and Crafter	Ask about Discount for Multiple Weeks	\$25/week

*Discounted rates of \$20 are available for a 4 week commitment and pre-payment for the season.

Fees will be requested after approval and scheduled dates are confirmed. Full payment will be due by your first day at Market.

ATTACH WITH YOUR APPLICATION:

1. Photographs of your work. These may be emailed to fallbrookfm.manager@gmail.com.
2. Complete Product List of ALL products to be sold.
3. Copy of your Certificate of Liability Insurance.
4. Copies of all applicable permits and licenses.

Make checks payable to: Fallbrook Farmers' Market
Mail and/or email completed application and materials to:
 Brande' Payne, PO Box 84292, Lincoln, NE 68501 or
 fallbrookfm.manager@gmail.com

By signing this agreement, the Vendor agrees to indemnify and hold harmless the Fallbrook Farmers' Market, its employees, volunteers and sponsors from any and all causes of action which may arise from the operation of this farmers' market, not caused by negligence of the Fallbrook Farmers' Market, its employees, volunteers and sponsors. I grant permission for the Fallbrook Farmers' Market to use any photos, videotape, etc. taken of my products or me in any and all publicity and advertising promoting the Market.

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I certify that the information contained in and submitted with this application is true and accurate.

Signed _____ **Date** _____