

Dallas Farmers Market Specialty Food Program Information Booklet Rules and Regulations



2011

General Program Information:

The Specialty Food Program at the Dallas Farmers Market is designed specifically for vendor-produced food products that are packaged for home use and consumption. These products should be freshly prepared by the vendor that is a small, regional business. Specialty Food that would be eligible for application to this program includes – baked goods; prepared food such as pasta, sauces, and soup; frozen dairy products such as ice cream, yogurt, gelato, and sorbet; dehydrated food and seasonings; processed fruit and vegetables such as jam, jelly, preserves, fruit syrup, pesto, flavored oil, mustard, vinegar, salsa and relishes; artisan candy and chocolates; milk and cheese; tortillas and tamales; and honey. Please note that the information presented above is not a comprehensive list, but rather a guideline for the types of products that are envisioned for the Shed 2 Specialty Food Program at the Dallas Farmers Market.

All vendors must submit an application to be accepted into the program and must comply with all local, regional and state health, production, packaging, and licensing ordinances.

Program Rules and Regulations:

1. Vendors must submit a completed Specialty Food Program application, which specifically identifies each product to be sold at the Market. In addition, before final application acceptance, Vendors must provide the Market with a sample of each of their products to be sold. **Once approved, vendors are not allowed to add additional products without application and written approval from Market Management.**
2. If accepted into the Specialty Food Program, vendors must purchase a 6-month Merchandise Vendor License, at the cost of \$125.00, from the Market before they are permitted to participate in the Specialty Food Program. Upon expiration of the Merchandise Vendor License, Vendors must purchase a new Merchandise Vendor License before they can continue to participate in the Specialty Food Program.
3. All food purveyors approved to sell products will be required to follow the policies and procedures set forth by the City of Dallas Health Department. You may contact them at 214-670-8083 from 8:00 a.m. – 4:30 a.m. Food purveyors are personally responsible for coordinating with the Health Department to determine guidelines and requirements for selling their product(s) and they must meet all requirements.
4. Vendors are individually responsible for complying with all applicable local (county or city), state, and federal requirements for any approval or certification to produce their product for sale and also any necessary license to sell their product at retail.
5. Vendors must submit to the Market between the hours of 8:00a.m. – 5:00p.m. on the Wednesday prior to the weekend (Friday, Saturday or Sunday) that they wish to participate in the program via email a notice of intent to rent a space for the Specialty Food Program. Any email received before or after this specified time will be disregarded by the Market. Vendors must indicate in their email the day(s) they would like to participate in the program (Friday, Saturday, and/or Sunday), and pay the associated fee (\$25.00 per day stall rent) at the Market's Operation's Office payment window prior to each day's setup for business.

6. **STALL ASSIGNMENTS:** All stall assignments are on a first-come, first-served basis. While every reasonable effort will be made to accommodate all vendors and while every effort will be made to keep vendors in the same stall week-to-week, same stall assignments are not guaranteed for the Program. All new vendors accepted into the program after October 1, 2011 will be placed in stalls located in the west end of Shed 2.
7. If a Vendor is not present by 8:30 a.m. on their scheduled Market date, that Vendor forfeits their claims to a space in the Specialty Food Program for the day. Accordingly, the Market reserves the right to rent any forfeited and/or unrented space on a first-come, first-served basis the morning of a scheduled Specialty Food Program business day.
8. If a Vendor cannot attend the Market, a 24-hour notice must be given. Failure to provide such notification may ultimately result in the suspension or termination of a Vendor's participation in the Specialty Food Program.
9. Vendor setup is scheduled between 8:00 a.m. - 9:00 a.m. Prior to setup, vendors must submit their day's rent to the Market's Operation's Office payment window. If a vendor fails to appear at the Market and make payment for the assigned stall by 8:30a.m. on a scheduled day, the Market retains the authority to revoke the vendor's right to a space for that day.
10. During setup, vendors may park their vehicles adjacent to Shed 2 for unloading purposes only. However, once a Vendor's vehicle is unloaded, they must move their vehicle to the rear parking lot of the Dallas Farmers Market by no later than 9:00 a.m. Any vehicles left in Shed 2 parking lot will be towed at owner's expense.
11. Vendor stalls for the Specialty Food Program will be 10'x10' in size with no exceptions. If a Vendor requires additional space, an additional stall must be rented from the Market.
12. Vendors are responsible for providing their own tables and chairs to equip their spaces (stalls). The Market does not provide any stall furnishings. When vending on consecutive days (Friday, Saturday, and Sunday) tables, chairs, and displays can be left but the Dallas Farmers Market is not responsible for loss, theft, or damage to those belongings.
13. All Vendors must have clearly identifiable and displayed signage exhibiting their name and/or name of their business. All signage must be displayed on the vendor's table; no signage may be attached to any permanent fixture or walls within the Market or Shed 2. In addition, Vendors are prohibited from displaying signage in other areas (inside or outside) the Market.
14. Vendors must clean their sales area and take home all refuse and trash at the end of a sales day. Failure to clean your space will result in a \$25.00 fine for the first offense; a second offense will result in suspension from the Specialty Food Program.
15. Vendors must have their spaces cleared, cleaned, and vacated in Shed 2 by no later than 6:00 p.m. each Market day.

16. **ELECTRICITY:** Electricity is available in limited supply in specific stalls and may be used by a vendor for a fee of \$5.00 per day. The need of electricity must be received in advance to make every effort to meet vendor needs. These outlets are only intended for lighting fixtures, cash registers, and credit card machines, the Market may deny such use if it results in excessive circuit loads and may also require an additional fee for such use. Plug-ins may not exceed 150 watts per outlet. All extension cords must be covered and secured to prevent tripping hazards.
17. **SECURITY/SAFETY:** The Dallas Farmers Market provides limited security for the whole Market, Shed 2 will be locked during non-operational hours. Vendors will be responsible for providing their own product security at all times, including operational and non-operational hours. When vending on consecutive days (Friday, Saturday, and Sunday) vendors may leave their tables, chairs and display equipment and will be responsible for securing their own product inventory at the end of each business day. Any and all equipment left at the Market will be at vendor's own risk. The Market strongly discourages leaving any items of value over night and recommends cabinets and display cases that lock.

Dallas Farmers Market is not responsible for any loss, theft, or damage to inventory, booth equipment or display equipment.

ALL ITEMS MUST BE REMOVED AT THE END OF BUSINESS SUNDAY NIGHT

PLEASE NOTE: Items such as freezers or refrigerators will be evaluated on a case by case basis for vendors requesting to leave these items for an extended period of time.

18. Dallas Farmers Market reserves the right to disallow participation of any vendor for violation of Dallas Farmers Market's Specialty Food Program Rules and Regulations at any time.
19. Vendor represents and warrants that vendor has obtained all necessary licenses and permits to sell products at the Dallas Farmers Market.
20. A Vendor's location, allowable and sellable product mix in Shed 2 Specialty Food Program at the Dallas Farmers Market may be changed at any time with no right of appeal. Also, be aware that the Specialty Food Program may be suspended at any time based on the occupancy of permanent vendors in Shed 2.

Vendor's signature on this document verifies that the vendor has received, carefully read, understands, accepts, and agrees to the terms and conditions contained in the Rules and Regulations of the Dallas Farmers Market Specialty Food Program.

Signature: _____ Date: _____

Print Name: _____

Specialty Food Program – Value-Added

To qualify for the Value-Added section of the Shed 2 Specialty Food Program, the vendor's product must be manufactured from products/ingredients they grow/produce themselves. You also must be located within a 150 mile range of the Dallas Farmers Market.

For example, if the goat cheese you produce is made from milk from your own herd, this would qualify the vendor for the Value-Added Specialty Food Program. If the goat cheese you sell is manufactured from milk not from your own herd (you purchased the milk from other producers) the vendor would **not** qualify for the Value-Added Specialty Food Program.

As value-added producers, you are not required to purchase the annual Dallas Farmers Market Vending License. All Value-Added Specialty Food Program vendors are individually responsible for complying with all applicable local (county or city), state, and federal requirements for any approval or certification to produce their product for sale and also any necessary license to sell their product at retail.

All Value-Added Specialty Food Vendors are personally responsible for coordinating with the Health Department to determine guidelines and requirements for selling their product(s).

If you have any questions please contact:

Pat Manning

Dallas Farmers Market

214-670-5879

Or e-mail:

mary.manning@dallasfarmersmarket.org

DALLAS FARMERS MARKET - EST. 1941
WWW.DALLASFARMERSMARKET.ORG
SHED 2
SPECIALTY FOOD PROGRAM
APPLICATION

Today's Date:	Type of Business:
Business Name:	Day/Cell Phone:
Contact Name:	Title:
Contact Phone No.	Years with Business:
Mailing Address	City: State Zip Code
Email:	Website (if applicable):

A. Description of Business / Legal Structure of Business:

1.	Provide a short description of your business history and the number of locations where you are currently operating your business.
2.	Describe the legal structure or type of business (partnership, corporation, sole proprietor, co-op).

B. Products or Services

1.	Provide a listing and attach photographs of products you would like sell.
2.	Provide prices or price ranges for each type of product listed. Note: once approved vendors are not allowed to add additional products without written approval from Market Management.
3.	Describe how the product is manufactured and the source for raw materials. How will product be packaged?
4.	Describe how the product supports the goal of the Dallas Farmers Market, to provide farm-fresh, local food products.

C. Marketing Plan

1.	Describe your strategy for marketing your product and building your business.
2.	Describe your target customer. Who would be interested in your product?

3.	Describe seasonal or other marketing opportunities or trends that may apply to your product.
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I have been provided a copy of, have read, understand and agree to abide by the rules and regulations of the Shed 2 Specialty Food Program.

Name - Please Print

Date

Signature

**Please remit to:
Specialty Food Program
Dallas Farmers Market
1010 S. Pearl Expressway
Dallas, TX 75201**

Or

**Email this Application to:
mary.manning@dallasfarmersmarket.org**