



## **The Clarkston Farmers Market invites you to be a vendor during the 2014 market season.**

Local farmers, food artisans and crafters, if you are interested in becoming a vendor at the market, please take a look at the materials provided with this letter. These include:

- 2014 Clarkston Farmers Market Policies and Procedures
- Clarkston Farmers Market One-Pager
- 2014 Vendor Applications
- 2014 Marketing and Outreach Strategy
- Slogan Development Contest Description

*If you are interested in applying, please fill out and return the vendor application and we will contact you.*

**We are committed to creating a diverse market place with the highest quality of locally produced products available. The following are the expectations we have of our vendors and the principles we employ to select vendors for admittance.**

- We expect vendors to only bring the highest quality products to market.
- This is a Georgia producer market, and we expect that vendors grow what they sell.
- We expect our vendors to provide the highest quality of customer service with knowledgeable staff who are interested in fostering a connection between the producer and the consumer.
- We expect our vendors to maintain the highest standards of food safety practices.
- Vendors are knowledgeable about and in compliance with all federal, state, and local regulations.
- Vendors who produce value-added products incorporate locally grown ingredients purchased directly from farmers/producers when available, and their product selection reflects the region's seasonal crops.

**Here are just a few of the ways we have planned to support our 2014 vendors:**

- Gain exclusive access to programs that bring additional customer groups to market.
- Shoppers have access to the debit and credit program and EBT (Electronics Benefit Transfer) Program which expands our customer base
- Promotion of market to state and community leaders through educational efforts and community partnerships.

**Tools for Better Business**

- Marketing support services targeted at improving operations for existing vendors
- Promotional opportunities such as The Clarkston Farmers Market website and e-newsletter delivered to consumers, providing news, highlights and information on eating locally.

**Support, and Be Supported!**

- Connect with others committed to advancing markets, farmers, and vendors!
- Networking and support through the CFM list-serve
- Committee membership opportunities to help shape the Clarkston Farmers Market and its programs and services

**Thank you for your time and consideration.  
We look forward to working together in 2014!**

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## How to Become a Vendor at the Clarkston Farmers Market

**Read the information below, following each step, and you'll be on your way to joining a great team committed to supporting market vendors!**

1. Decide which vendor category you are in. Items typically sold at the Clarkston Farmers Market (CFM) include fruits and vegetables, plants, prepared foods, egg, meat, dairy, arts and crafts. No reselling of food products is allowed.
2. Read the Clarkston Farmers Market Policies document. Read and download the appropriate Vendor Application. These can be found at the CFM website. Priority will be given to applications that are received at the Clarkston Community Center by March 31. Applications, however, will continue to be accepted throughout the season with the possibility of acceptance.
  - Prepared Food vendors will need to be in compliance with all ServSafe regulations. Food safety **ALWAYS** should be a priority for any market manager. When vendors are finished setting up their tables, the market manager must inspect for proper storage and presentation of perishable products.
  - Live plant vendors must obtain a **Live Plant License** with the State of Georgia Department of Agriculture.
  - Ideally, the products sold by craft vendors should be “**hand-made** and **natural** craft products.” This refers to the materials used in the production of these products. Exceptions can be made by the market manager as needed.
3. Send completed Vendor Application with appropriate permits or licenses, and payment to: POB 217, Clarkston, GA 30021. Applications can also be hand delivered to 3701 College Ave, Clarkston, GA 30021. Applications may also be emailed to [market@clarkstoncommunitycenter.org](mailto:market@clarkstoncommunitycenter.org).
4. Notifications of approvals or denials will be sent out as applications are approved.

### 2014 Vendor Fees

Product Type	Vendor Fee Per Market	Price for Upfront Payment for the Month	Price for Upfront Payment for the Season	Savings
<b>Produce Vendors</b>	<b>\$15</b>	<b>\$50</b>	<b>\$300</b>	<b>\$0</b>
<b>Prepared Foods/Value-added Vendors</b>	<b>\$20</b>		<b>\$10 - 25/month</b>	<b>\$10 - 25/month</b>
<b>Craft Vendors</b>	<b>\$25</b>		<b>\$120</b>	<b>\$120</b>

### Additional Perks and Benefits of Being a Vendor at CFM

- In addition to the support of a paid market manager, CFM vendors will benefit from the presence of an active volunteer program that helps to support market operations and attract foot traffic.
- ICE!!! – No need to bring ice to the market. Ice can be purchased at the Clarkston Farmers Market with advance notice.