

Asheville City Market Application - 2012

Thank you for your interest in vending at Asheville City Market. If you have any questions, contact the Market Manager by phone (828-348-0340) or e-mail (mike@asapconnections.org). (application version: 1/12/12)

Application Process

- Application deadlines
 - ⇒ February 9, 2012 (for 2011 member vendors)
 - ⇒ day vendor applications accepted at any time

Note: there is no application fee and no advance fee payments required

- Member vendor notification & confirmation by February 14, 2012.
- Annual pre-market meeting on March 10, 2012, at downtown site location
 - ⇒ Membership fee deadline (for both downtown and south sites)
 - ⇒ Market updates, information, and site plan orientation
 - ⇒ Best practices presentation

Mail or deliver to: Asheville City Market Manager
Appalachian Sustainable Agriculture Project
306 West Haywood St., Ste 200
Asheville, NC 28801

Applicant Information

Name of owner(s): _____

Business name: _____

Address: _____

Phone: _____ Email: _____

Vendor Representative Guidelines

In addition to owner(s), please list vendor representative(s) – family member, employee or intern involved in production, or farm coop partner.

Vendors and at-market vendor representatives must be involved in the production of products sold at market. An individual “involved in production” regularly grows, raises, or produces products sold at market.

Examples include: soil preparation, planting, transplanting, maintenance (weeding, watering, pruning, etc.), harvesting, animal care, food production (cooking, processing ingredients, etc.), art/craft design or creation, etc. Operational or administrative NOT considered as “involved in production” include: equipment maintenance, bookkeeping, staff supervision, packaging, etc.

This requirement is clearly and specifically meant **to exclude vendor representatives who are hired primarily or solely to do the job of product representation and market sales.** Volunteers or interns of a similar nature are also not allowed.

Limited use of fill-in market representatives due to circumstances beyond the vendor’s control must be approved by the market manager in advance. Emergencies will be given due consideration. Excessive use of fill-in representatives may result in loss of market dates or exclusion from market participation.

Please describe each representative’s involvement in production.

| | | | |
|-------|----------------------|---------------------|----------------------|
| Name: | <input type="text"/> | Role in production: | <input type="text"/> |
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Vendor Status

- **Member**

Members of ACM are assigned space for reserved market dates throughout the year. Reserved dates are determined as a part of the application and confirmation process. Members participate in the election of vendor representatives and may serve on the Market's Oversight Committee after first year requirement.

- **Day Vendor**

Day vendors are reserved scheduled spaces as available and at the discretion of the Market Manager.

- **Locations**

Vendors may apply to participate in one or both of the Market's locations (Saturday's downtown and/or Wednesday's at Biltmore Park Town Square). Dates listed below.

Vendor preference: ___ member vendor ___ day vendor

Location: ___ ACM – downtown ___ ACM – south ___ both market locations

Applicant Review

All applicants should note *Vendor Eligibility and Restrictions* as detailed in the Market Rules and Regulations. Vendor selection preferences apply to application review. Product mix management goals are also considered in order to serve the best interests of the Market.

Vendor Category

Category assignment is determined by the Market Manager based on application information provided or completion of a site visit checklist. Vendors who apply to sell in more than one category are evaluated and assigned a category by the Market Manager according to the primary products to be sold.

- **Farm** – includes raw vegetables and fruit, eggs, honey, herbs, plants, cut flowers, cheese and other dairy products, meat, fish, etc.
- **Value added / Prepared foods** – food products, prepared foods (processed, packaged or sealed, ready-to-eat, etc.), and non-food products
- **Art / Craft** – contact Market Manager for additional information regarding art / craft product review
- **Day vendors** – non-member vendors

| Fees | Membership fees: | Weekly fees (includes \$3 token program fee): |
|--|------------------------------------|---|
| | Downtown only \$ 100/year | Member \$ 23/week |
| | South only \$ 100/year | Day vendor \$ 33/week |
| | Both locations \$ 150/year | Double-wide space double (limited availability) |
| FEES WILL BE REVIEWED FOR POSSIBLE ADJUSTMENT FOR JULY THROUGH DECEMBER | | Electrical access \$ 5/week (limited availability) |

Product List - Please enter percentage of total sales for each category and list products below.

- ___ % Farm
- ___ % Value added / Prepared foods
- ___ % Art / Craft

Farm products - produce, eggs, honey, herbs, plants, cut flowers, cheese and other dairy products, meat, fish, etc.

Value added / Prepared foods - food products, prepared foods (processed, packaged, or sealed, ready-to-eat), and non-food products. *Note: Market policy is to give preference to foods made with locally produced ingredients or featuring local farm products – applicants are encouraged to list local ingredients used.*

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Art / Craft products

>

Reserved market dates and excessive absences

Members are allowed to miss 20% of their reserved dates. If a member's absences exceed 20% of their reserved dates in one year, their renewal for the following year will be restricted to a repeat of the same number of reserved dates MINUS the number of dates missed beyond the 20% limit.

What does this mean?

Excessive absences (over 20% of reserved dates) in 2012 would affect the availability of reserved dates for 2013.

Two examples:

Vendor “A” reserves twenty market dates in 2012 and misses two – this member’s absences did not exceed 20% of their reserved dates. The availability of reserved dates in 2013 will not be limited for this vendor.

Vendor “B” reserves twenty market dates and misses six – this member is two over the 20% limit. When renewing in 2013 this vendor will be limited to reserving **18** dates (twenty dates reserved in 2012 *minus* the two over-the-limit absences).

You are advised to keep this rule change in mind as you select your 2012 reserved dates. If this policy is not clear to you, please contact the Market Manager BEFORE submitting your application.

Reserved date selection

Indicate your choice of market dates (to be confirmed) by marking selected dates with an “**X**”. If you are interested in a double-wide space, please indicate so by marking those dates with a “**D**”. Dates with an asterisk (*) may not be available depending on scheduling arrangements to be finalized.

Saturday market - downtown

| | | | | |
|--------------|-------------|-----------------|------------------|--------------------|
| ___ April 7 | ___ June 2 | ___ July 28* | ___ September 15 | ___ November 3 |
| ___ April 14 | ___ June 9 | ___ August 4 | ___ September 22 | ___ November 10 |
| ___ April 21 | ___ June 16 | ___ August 11 | ___ September 29 | closed November 17 |
| ___ April 28 | ___ June 23 | ___ August 18 | ___ October 6 | ___ November 24 |
| ___ May 5 | ___ June 30 | ___ August 25 | ___ October 13 | ___ December 1 |
| ___ May 12 | ___ July 7 | ___ September 1 | ___ October 20 | ___ December 8 |
| ___ May 19 | ___ July 14 | ___ September 8 | ___ October 27 | ___ December 15 |
| ___ May 26 | ___ July 21 | | | |

Wednesday market - south

- | | | | |
|----------------------------------|-----------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> May 2 | <input type="checkbox"/> June 20 | <input type="checkbox"/> August 8 | <input type="checkbox"/> September 26 |
| <input type="checkbox"/> May 9 | <input type="checkbox"/> June 27 | <input type="checkbox"/> August 15 | <input type="checkbox"/> October 3 |
| <input type="checkbox"/> May 16 | <input type="checkbox"/> July 4 | <input type="checkbox"/> August 22 | <input type="checkbox"/> October 10 |
| <input type="checkbox"/> May 23 | <input type="checkbox"/> July 11 | <input type="checkbox"/> August 29 | <input type="checkbox"/> October 17 |
| <input type="checkbox"/> May 30 | <input type="checkbox"/> July 18 | <input type="checkbox"/> September 5 | <input type="checkbox"/> October 24 |
| <input type="checkbox"/> June 6 | <input type="checkbox"/> July 25 | <input type="checkbox"/> September 12 | <input type="checkbox"/> October 31 |
| <input type="checkbox"/> June 13 | <input type="checkbox"/> August 1 | <input type="checkbox"/> September 19 | |

License, Permit, Certification, and Inspection Requirements

The Market Manager will complete a farm or production site checklist as a condition for vendor approval. Vendors are required to comply with all Federal, state, and local laws governing food safety and labeling and will provide the Market Manager with valid and current documentation of required licenses, permits, or certifications.

Please indicate which of the following apply to your production and vending:

- | | |
|--|--|
| <input type="checkbox"/> NCDA Kitchen Inspection | <input type="checkbox"/> USDA Organic Certification |
| <input type="checkbox"/> NCDA Meat Handler’s License | <input type="checkbox"/> City of Asheville Privilege License |
| <input type="checkbox"/> FDA Short Course Certification (for acidified foods) | <input type="checkbox"/> Sales Tax ID Number |
| <input type="checkbox"/> other: _____ | |
| <input type="checkbox"/> other: _____ | |

EBT, Credit, and Debit processing

Participation in the market’s token program is required. Details of this program will be provided prior to the beginning of the Market.

Risk Management, Insurance and Hold Harmless Provisions

Asheville City Market’s risk management efforts include best practices, education, and enforcement to promote a safe and healthy environment. Vendors must participate actively in these efforts and take all steps necessary to assure health and safety.

Vendors, as a condition of participation in the Market, agree to the following hold harmless provisions:

Each vendor participating in the Asheville City Market shall be responsible for any loss, personal injury, deaths, and/or other damage that may occur as a result of the vendor's negligence or that of its servants, agents, and employees, and hereby agrees to exonerate, hold harmless, indemnify and defend Asheville City Market and A.S.A.P., its successors and assigns, from and against any and all losses, damages, claims, suits or actions, judgments and costs, and attorneys fees which may arise or grow out of any injury or death of persons or damage to property in any manner connected with the vendor's products, operations, or vending at the Market.

A.S.A.P. holds general liability insurance for Asheville City Market. This insurance DOES NOT cover vendor spaces or products. Vendors must have insurance covering participation in the Market. As it is not practical for the Market to manage each individual vendor's insurance coverage, this is a self-enforced requirement.

Oversight Committee service

- I would be willing to serve on the Oversight Committee as an elected or appointed member (eligible for service after first year requirement)

Vendor Agreement

Asheville City Market requires that all vendors comply with standards of professionalism that promote open communication, mutual respect, and the best interests of the market. Disruptive actions or remarks that undermine the shared success of any or all of our community of vendors are unprofessional and unacceptable. Failure to comply with these standards could result in suspension or removal from the market.

I submit that the information provided for my participation in the Market is accurate and complete and I agree to abide by the provisions of this application as well as the Market's governing policies as described in *Asheville City Market Rules & Regulations* (provided by email or available online).

SIGNATURE: _____ DATE: _____