



# Playwicki Farm

## FARMERS MARKET

**Format:** Market format is open-air and producer-only. Open-air means that the market is outdoors in an open space that allows vendors to sell from the back of their trucks using tables and canopies. The term producer-only means that vendors may sell only what they produce themselves. This type of market creates a high standard of integrity to guarantee consumers are receiving actual local products and that the vendor has complete knowledge of the production practices, harvest dates, etc.

**Products Allowed:** Fruits, vegetables, herbs, flowers, plants, eggs, homemade crafts, home prepared jams and jellies, baked goods, meats, relishes, pickles, honey, fiber and other farm produced items except livestock. Vendors are responsible to acquire any necessary licenses or inspection if required for their products. Alcoholic beverages and drugs are prohibited on the Market premises. The Market is not intended to be a Craft Fair or Flea Market. We will accept crafts on a limited basis. The Market reserves the right to decline the participation of vendors that do not fit the Market objectives or criteria for participation.

**Fees:** The fee for vending at the Market is \$250.00 per season and a weekly rate of \$25.00 is available at the discretion of the Market Manager. The standard booth space is 10 feet across and 10 feet deep. More space may be available if arranged with the Market Manager prior to the Market Day. Since a consistent space assignment helps vendors improve their sales and reduces customer confusion, the Market Manager will consult with vendors to assign spaces. Spaces with hook up for electricity are at a minimum. The rate is \$3.00 per day.

**Hours of Operation:** Wednesdays 3:00 pm - 6:00 pm Rain or shine  
If changes occur to the hours currently in effect, it shall be posted in one or more conspicuous place and announced through the news media. Vendors may begin setting up at 2:00 pm. Spaces should be occupied by the vendor no later than 15 minutes prior to the start of the Market. Because of the danger to pedestrians, no vendors will be allowed to drive up after that time.

**Market Coordination:** The Farmers Market at Playwicki Farm is sponsored by the Playwicki Farm Foundation. Their Market Committee includes a Market Manager to coordinate the vendors and market operations. The Market Manager will collect fees, resolve disputes, enforce rules and provide general information. All vendors must sign a Vendor's Agreement which states general guidelines for the Market. In that agreement vendors will agree to abide by the decision of the Market Committee. All disputes must be addressed in writing to the Market Manager.



## GENERAL RULES AND REGULATIONS

**Vendor Identification:** All vendors must clearly display their names/farm names and hometown for customers. A simple sign will do.

**Vendor Displays:** There are no set formats for displays as long as they are contained within the space allotted to you. Please monitor your display and vending area throughout the Market Day to maintain a tidy selling space.

**False Pack:** No vendor shall use any false pack. As used herein, false pack means the topping or facing of containers with the best produce exposed and poor products concealed underneath.

**Signs and Price Tags:** The Market Manager may remove or cause to be removed any sign judged to be detrimental to the market.

**Advertising:** No person shall distribute, scatter about or post on the Market any advertising, signs, pamphlets, cards, hand bills or other printed matter without the consent of the Market Manager.

**Sanitation:** All vendors are responsible for any refuse generated from their sales operation. Any vendor or user of space at the Market must keep his immediate premises reasonably clean, sanitary, orderly and safe for consumers. All space must be cleaned at the end of each selling day.

**Produce and Produce Quality:** No person shall sell produce or products which are unsound or unwholesome or which fail to meet the standards or requirements of Federal, State or local laws and regulations. In no case will produce be offered for sale that contains a total of more than 10 percent decay, shriveling and/or blemishes. At the discretion of the Market Manager, low quality produce may be required to be marked "Second Quality Produce."

**Baked Goods:** Fresh baked foods can be sold if all items prepared meet all health department regulations regarding preparation, labeling and packaging.

**Vendor Relations and Fair Practices:** No vendor shall do any act or use any language deemed detrimental to another vendor. "Hawking" or making sales announcements to consumer in a raised voice should be avoided. Vendors should avoid aggressive or high pressure sales or promotion tactics and must interact with customers for sales only within the boundaries of their space. All vendors are responsible for the actions of their employees.

**Damage to Market Property:** Persons causing damage to Market property shall be financially responsible for the cost of repairs or replacements. Such damage shall include but not be limited to buildings, grounds, fences, gates, vehicles and any other property owned and/or operated by the Market.

**Liability:** Vendors are required to carry general Liability and Automobile Insurance and must produce evidence of these policies on request.

**Regulatory Changes:** The Market Committee reserves the right to modify or change its rules and regulations if it becomes necessary.



Name of applicant: \_\_\_\_\_

Farm/Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Home/Cellular Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Make/Model of Vehicle: \_\_\_\_\_

Overall length of vehicle: (with unloading doors open) \_\_\_\_\_

Number of spaces requested: \_\_\_\_\_

**Agreement to terms of the 2011 Market Operation Summary and the 2011 Market Rules and Regulations:** I have read the 2011 Market Operations Summary and the 2011 Rules and Regulations and understand that submitting this application constitutes acceptance of the terms set forth there. By submitting this application, I further certify that the products I intend to offer for sale qualify as acceptable products," "of high quality," "self-grown or produced" and "local" under the terms set forth in the Market Rules and Regulations. I further agree that if I wish to sell any products under the limited exceptions permitted, I will seek advanced approval for such sales.

I understand that this is an application only and that The Farmers Market at Playwicki Farm has sole discretion in deciding who is selected as vendors. If my application is accepted, I would like the number of spaces requested above at the seasonal rate of \$250.00 per space or a weekly rate of \$25.00 per space. I understand that the assignment of space location lies in the discretion of the Market Manager.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Checks (which will be due upon acceptance) should be made payable to:

Playwicki Farm Foundation  
1500 Desire Avenue  
Feasterville, PA 19053  
(215) 357 - 7300 Extension 326