

2019 LEAP Farmers Market Vendor Information Packet and Application

About LEAP

LEAP (Local Environmental Agriculture Project) is a 501(c)3 non-profit based in Roanoke, Virginia. Our mission is to nurture healthy communities and resilient local food systems. LEAP has a number of programs that work to meet this mission, one of which is coordinating and managing Farmers Markets. LEAP Farmers Markets support local sustainable agriculture by connecting the public with local farmers, artisans, and other producers in a vibrant and economically viable marketplace.

- LEAP Farmers Market Guiding Principles:
 - Prioritize, in all decision-making, the interests of local, sustainable agriculture.
 - Provide an accessible, profitable venue for small-scale businesses that produce and distribute their products locally.
 - Present a diversity of the highest quality local vendors and handmade products in a vibrant marketplace.
 - Encourage environmentally sound, economically viable, and socially just practices in LEAP's organizational practices and market vendor operations.
 - Foster member involvement in the organization.
 - Create an environment for our community to gather and participate in local culture and commerce.
 - Educate customers and the general public about local agriculture, eating seasonally, and healthful foods.

Market Season/Hours/ Location

- Grandin Village Farmers Market ("GVFM"):
 - Season: Saturday April 20th, 2019– Saturday November 9th 2019. Held every Saturday, rain or shine.
 - Hours: The market is open from 8:00 am - 12:00 noon.
 - Location: 2080 Westover Ave. SW, Roanoke VA 24015. Held on the raised terrace parking lot behind and above Pinnacle Bank/CoLab (1327 Grandin Road SW, Roanoke VA 24015) in Grandin Village. The parking lot is accessed from Westover Ave.
- Grandin Village Winter Market
 - Season: Saturday November 16th, 2019–Saturday March 21st, 2020, once per month on the 3rd Saturday of the month (unless otherwise noted)
 - Hours: 10:00am - 1:00pm (unless otherwise noted)
 - Location: Indoors in the CoLab, (1327 Grandin Rd SW, Roanoke VA 24015)
- The West End Farmers Market ("WEFM"):
 - Season: Operates year-round. Held every Tuesday, rain, snow, or shine.
 - Hours: 3:00pm – 6:00pm
 - Location: Held in the Market Pavilion located behind the Freedom First Credit Union in West End (1210 Patterson Ave, Roanoke VA 24016). Held outside year-round. Vinyl enclosures and heaters provided in the winter.

LEAP Farmers Market Management

- The Grandin Market will be overseen by Kelly Key, and the West End market will be overseen by Connie Kenny. Other LEAP staff may serve as Day-Of Manager at either market.

- All Day-Of Market Managers are aware of and able to enforce Market Rules and Regulations.
- If there are any market concerns related to the daily operation of the market, please discuss them with the on-site Market Manager that day.
- All operational, programmatic, and regulation concerns should be addressed to the proper Market Manager.
- Any vendor absences or scheduling concerns need to be communicated directly to the Market Manager by phone, email, or in person. The on-site Market Manager will not handle vendor absences; see the “Vendor Commitment” section for more information.
- All LEAP-related concerns should be addressed to LEAP Director of Programs and Operations, Sam Lev.

Program Coordinator:

Kelly Key

kelly@leapforlocalfood.org

540-493-5311

West End Farmers Market Manager:

Connie Kenny

connie@leapforlocalfood.org

540.339.6531

LEAP Director of Programs and Operations:

Sam Lev

sam@leapforlocalfood.org

540.632.1360

Vendor Information

Eligible Vendors

- Producers: -A producer grows, raises, and/or makes all items sold (within 100-mile radius). A producer includes the family and any employees of the producer.
- Producer Collaborative: -An organization in which one or more local producers combine resources to provide local goods (within 100-mile radius) to sell at the market.

Code of Conduct for all Vendors

1. All signage and product advertisements must be honest.
2. All vendors are expected to behave in a professional manner.
3. All vendors are expected to resolve conflicts in an unobtrusive manner.
4. Notify the on-site Market Manager immediately of any unsafe or unsanitary conditions.
5. All vendors must abide by the market rules and regulations, which are outlined in this packet and become contractual upon the signing of the application.
6. Immediately notify the Market Manager if you observe unethical practices or if you observe market rules being broken. Notify the Program Coordinator by fully completing and submitting the market complaint form. The complaint form can be obtained from the on-site Market Manager or online at www.leapforlocalfood.org/feedback-form.

Vendor Commitment

- Vendors who have communicated with LEAP and confirmed their reserved space at either market are expected to be there as agreed upon. When vendors do not show up at market, **this affects not**

only your personal vendor sales and customer relationships but it also negatively affects the whole market and customer base.

- Full-time vendors are expected to have no more than 3 expected absences.
- **Any vendor who will not be in attendance at the next market must contact the Market Manager in advance.**
 - For Grandin Village Farmers Market this means **no later than 5:00 pm on the Saturday preceding** the expected Saturday absence.
 - For West End Farmers Market this means **no later than 5:00 pm on the Tuesday preceding** the expected Tuesday absence.
 - If a vendor is absent, LEAP reserves the right to fill the reserved vendor space by another vendor of our choice.
- Any vendor who does not notify the Market Manager by the day and time listed above and does not show up to market is required to pay the \$5.00 daily minimum. This fee will be taken out of the month-end SNAP-EBT and \$5 token reimbursement.
- If possible, please have someone on standby during market season who can fill-in and sell for you at market should something sudden arise. This benefits both your business as well as the overall market and other vendors.
- If you are not able to make it to market due to an emergency situation, please notify the Market Manager as soon as possible. Emergency situations should not happen on a regular basis.

Market Requirements and Fees

1. All farm vendors are required to obtain a Grower's Permit and have it on-site at the market:
 - Grower's Permit is obtained from your county's Virginia Cooperative Extension office and needed to legally operate within the City of Roanoke. A Grower's Permit can ONLY be used if the vendor grows and/or raises the products being sold. The Grower's Permit is free and is valid for anyone growing their own crops or raising their own livestock. Call your county's Extension office to get a Grower's Permit (Roanoke City/County/Salem: 540-772-7524).
2. All products labeled "Organic" must meet all USDA Organic Standards and be part of the USDA certified organic program. Growers who sell less than \$5,000 per year in organic agricultural products may be exempt. [Click here](#) to learn more about organic certification.
3. All products labeled "Naturally Grown" must meet the Certified Naturally Grown standards and be enrolled in the program.
4. All vendors must submit a list of products they plan to sell this season (see page 12 of this application). If a vendor plans to sell items that are produced by someone else, the vendor must submit the items, the name, address, and contact information for the person producing these items. Having a good mix of products for sale at the market is important to market's success. Vendors may be selected based on product offerings. Not all vendors may be able to sell all products listed in the application. LEAP reserves the right to inspect all vendors and their associated producers at any time and at LEAP's discretion. **LEAP may limit certain items in order to achieve a comprehensive market product mix and to prioritize products which use locally sourced ingredients.**
5. 100 mile radius requirement

- All items sold at the Grandin Village or West End markets must originate from and/or be produced within a 100 mile radius from the intersection of Grandin Rd and Memorial Ave in Roanoke City.
 - The intent of the markets is to provide a marketplace for local producers to sell local, seasonal products. **Preference will be given to products produced closest to market locations.**
 - LEAP has the right to make exceptions and allow goods to be sold from outside of the 100 mile radius in order to add direct benefit and viability to the markets. However, vendors at the market cannot bring in goods from outside of the 100 mile radius that directly compete with local producers. Two examples of these possible exceptions are:
 - Regional and/or sustainably raised or harvested seafood. Although the products do not have to originate within the 100 mile radius, the vendor must reside within this radius. One allowed per market.
 - Packaged coffee, grown elsewhere in the world, may be sold at the market. However, the coffee must be roasted and packaged within the 100 mile radius by a roaster who operates within this radius.
6. Vendor space assignments will be made based on the distribution and arrangement of goods that benefits the overall success of the market. Vendor assignments and booth layout will be determined by the Market Manager.
7. Fee structure
- All vendors will be charged 10% of daily sales, with a maximum per day of \$15.00.
 - Payments shall be made to the on-site Market Manager at the end of each market session. Payments can be made in the form of cash or check. Tokens cannot be used to pay the daily fee.
 - Vendors may pay for the full season ahead of time. Payment is due before the first GVFM date of the year. Payment may be calculated by adding the maximum payment (\$15) for every market date of the season (52 for WEFM, 30 for GVFM) minus any expected absences. Refunds will not be given for additional absences.
 - Payment process:
 - At the beginning of each market, the on-site Market Manager will give each vendor a folder with the vendor's name written on it.
 - At the end of the market, each vendor will complete a vendor sheet and list total market sales (include value of \$1 and \$5 tokens in total sale numbers), daily market fee, number of \$1 SNAP-EBT tokens, number of \$1 Fruit and Veggie Only tokens and number of \$5 tokens.
 - LEAP sponsored vouchers (usually \$2 or \$5 vouchers with the LEAP logo) should also be counted and noted in the LEAP Coupon column.
 - Once the sheet is complete, place your sheet, daily fee (paid in cash or check) and any collected tokens and vouchers in the folder. Tokens cannot be used to pay vendor fee.
 - Be sure all tokens bear the LEAP name. Other local markets use similar wooden tokens. LEAP will not reimburse you for tokens from other markets, so you should not accept them from customers.
 - Return the folder to the on-site Market Manager at the end of each market.
 - The on-site Market Manager will verify your token count and sign the vendor sheet. Please ensure the Market Manager has signed the vendor sheet before you leave the

market. **If you have a lot of tokens, please ask the on-site Market Manager to come to your booth to verify your token count before you place them all in the folder.

Booth and Vendor Set-up at the Market

Vendor spaces

Vendors' spaces are subject to change based on the discretion of the on-site Market Manager.

The Grandin Village Farmers Market consists of 10' x 10' vending spaces. The market will provide vendors (at no extra charge) with:

- One 10'x10' pop-up tent and one 6' folding table (vendor must set up and take down)
- Tie downs for tents (any vendor using a LEAP tent must secure the tent with tie downs)
- Additional shades for pop up tents are available on a first-come, first-serve basis
- Access to electricity. LEAP has some extension cords and will provide them on a first-come, first-serve basis. Please supply your own extension cords to ensure electricity access.

The West End Farmers Market consists of 8' x 5' vending spaces under a permanent covered pavilion. The market will provide vendors (at no extra charge) with:

- Ice
- One 6' folding table (vendor must set up and take down)
- Access to electricity. Please supply your own extension cord to ensure electricity access.

Vendors can bring additional tables and items to decorate their booth. All items must remain inside of the allotted vendor space and cannot encroach on neighboring vendors.

LEAP will continue to provide tents (for GVFM) and tables (for WEFM and GVFM) for all vendors. It is the vendor's responsibility to take the tent and/or table from storage and correctly set up tent and/or table prior to market opening. If you are physically unable to set up your tent and/or table, notify the Market Manager or seek help from a neighboring vendor. All tents need to be properly tied down in order to protect the equipment, customers and other vendors from flying tents. **If tents and tables are not used properly, vendors may lose the privilege of using LEAP tents and tables at markets.** At the end of the market, it is the vendor's responsibility to fold up tent and/or table and return them to their storage location. Notify LEAP staff of any issues with tents or tables: broken pieces, leaks, tears, etc. All vendors must be trained by LEAP staff about how to set up, tie down, and take down tents before being allowed to use tents. This will be covered at the mandatory March pre-season market meeting.

Signage

- Any product that was not produced by the seller must have an accurate and honest sign attached that lists who produced the product, and where and how the product was produced.
- Only products that are USDA Certified Organic can be labeled as "organic." Farms that sell less than \$5,000.00 "gross agricultural income from organic sales" per year are exempt. Only products that are Certified Naturally Grown can be labeled as "naturally grown."
- All "claims" on signage for meats must also be on approved labels. Claims like "pastured", "non-GMO", "grass-fed", and others must be approved at the state level before adding to signage or labels. Refer to the [VDACS Office of Meat and Poultry](#) for more information, or contact Steven Garman at Steven.Garman@vdacs.virginia.gov.

Vendor requirements

- All vendors must attend a **pre-market meeting on Thursday, March 14th, 2019 from 3:00-5:00** at the CoLab (1327 Grandin Ave). If you are unable to make this meeting, you must set up a time to meet individually with the Market Manager to discuss items covered.
- Vendors set their own prices and are responsible for accurately representing their products.
- As much as possible, label products and prices ahead of time so they are visible to market customers.
- Vendors must accept LEAP vouchers, \$5 tokens, and \$1 SNAP-EBT tokens for approved items. See below for more information.
- All scales and weighing devices must have a current and valid certification sticker signed by the Virginia Department of Weights and Measures. There are many opportunities before the start of market season to have your scales certified.
- It is the vendors responsibility to make appropriate adjustments for any customer's claim of unsatisfactory quality or condition.

Vendor set-up and clean-up

- Vendors must be completely set up and ready to sell prior to the market's designated opening time of 8:00am for GVFM or 3:00pm for the WEFM.
- For GVFM: No customers are allowed into the market, and therefore no sales are allowed, prior to opening time at each market.
- Please call the Market Manager if you will be late due to unusual or emergency circumstances.
- If you arrive to GVFM after 7:45 am, you will not be permitted to bring your car into the market area to unload.
- **You must stay at the market until the listed closing time.** Packing up early negatively effects the dependability of the market as a whole. If vendors leave early, customers will stop coming through all advertised market hours. If you run out of product, that is not an excuse to leave early.
- Vendors are expected to have their tables and/or tents placed back in storage and their respective spaces cleaned and vacated by 1:30 pm for the GVFM and 7:00pm for the WEFM.
- Brooms, dustpans, and garbage receptacles are offered at both markets. Please ensure your space is cleaned of all garbage and food scraps prior to leaving.

Parking

- Please park where the on-site Market Manager requests and/or as far away from the market as possible. In our car-oriented society, businesses are affected by customer parking availability. If and when you choose to park in a prime space next to the market, that immediately takes an option away from one of your potential customers.
- **Grandin Village Farmers Market:** Fill up the spaces immediately behind and below the market parking deck, "down in the hole," then park in the large parking lot behind the market, as far away from the market location as possible. Please do not park on the street in front of the market.
- **West End Farmers Market:** You may park in the paved lot during set-up and clean-up. Once unloaded, you must move your car to either the dirt lot, lot across the street, or on-street parking (the on-site Market Manager can direct you if needed). No vendor vehicles are allowed in the paved lot during market hours.

Lawful Compliance

It is the sole responsibility of each vendor to pay all applicable taxes, retain any necessary insurance, and obtain any necessary permits or certificates of inspection.

Liability insurance

All vendors participating in the Farmers Market are responsible for their own product liability insurance and for complying with all local, state, and federal regulations. LEAP strongly recommends that all vendors purchase liability insurance to protect themselves and their customers. Affordable liability insurance plans for farmers market vendors can be purchased through various sources including, but not limited to: your existing insurance provider, and Campbell Risk Management Farmers Market Insurance (<http://www.campbellriskmanagement.com/farmers-market-vendors>).

Sales tax

All vendors are responsible for collecting and remitting the appropriate sales tax to the Virginia Department of Taxation. To register your business and get your sales tax certificate: register online ([click here](#)) or call by phone (804-367-8057).

Itinerant Business License

Farmers who sell only products they grew or raised are exempt from the Roanoke City Itinerant Merchant License requirement. All other vendors are required to obtain an Itinerant Business License from the City of Roanoke. The fee for the license is \$50.00. Information about the Business License and the application can be found online ([click here](#)). You can apply and pay in person at the Roanoke City Municipal Building (215 Church Ave Roanoke, VA 24011). For more information, call the Commissioner of Revenue's office (540-853-2524).

Food safety

At the market:

- All hot prepared foods made with any animal products must be kept at a constant temperature of 135°F or higher.
- All cold food items must be kept at a constant temperature of 41°F or lower. All coolers must have a working thermometer in them, and be properly iced.
- Vendors preparing food on-site at the market must be registered with the Virginia Department of Health.
- Vendors offering samples must prepare samples at their home kitchen before coming to the market. Keep samples covered at market to keep them safe from contaminants. Always use toothpicks, clean utensils, single-serve cups, or gloves to dispense samples. Do not use your bare hands.
- Vendors handling prepared and baked foods must have and use appropriate hand washing stations with soap and free flowing water. This is provided at WEFM.
- Ready to eat food (ex: pastries, breads, cooked foods) cannot be handled with bare hands. Gloves, utensils, deli tissue or other barrier must be used.
- LEAP staff reserves the right to ask vendors to remove product from sale if it is not properly handled, stored or labeled. If non-compliance continues, LEAP staff reserves the right to temporarily or permanently prohibit vendors from selling items in question.
- To ensure food safety, dogs and other pets are not allowed under vendor tents. They may stay in the open market space.

Virginia Department of Agriculture and Consumer Services (VDACS) related licenses and requirements:

- All prepared foods made under inspection (have a food license to produce) must be individually packaged with labels denoting the following info:
 - Name of the product
 - Name and address of the manufacturer, packer, or distributor
 - An ingredients statement, including sub-ingredients, in descending order
 - A net-weight statement (in both metric and U.S. customary system)
- Any vendor claiming the home exemption for baked or prepared foods must have all of their products individually packaged and labeled with the information above as well as the following information:
 - Processing date
 - Producer's phone number
 - Following statement: "NOT FOR RESALE – PROCESSED AND PREPARED WITHOUT STATE INSPECTION"
- Eggs must be labeled with the following information:
 - Product Name (term "fresh eggs" can only be used if product meets requirement for Grade A or higher)
 - Safe Handling Instructions
 - Name & Address of Packer
 - Grade (AA, A, B) or "Ungraded" if not inspected

For a comprehensive list of regulations, visit the following websites or contact the local VDACS office (540-562-3641).

- VDACS: <http://www.vdacs.virginia.gov/regulatory/index.shtml>
- VA Food Laws: <http://law.lis.virginia.gov/vacode/title3.2/chapter51/>
- VA Food Establishment Regulations: <https://www.vdh.virginia.gov/EnvironmentalHealth/FOOD/Regulations/documents/2009/2010%20Food%20Regulations%20Final%20with%20TOC.pdf>

Market Products

Produce

- Produce includes vegetables, annual fruits, herbs, sprouts, mushrooms, and any other food items grown by the vendor or the members of the vendor's collaborative.
- All produce must be grown within the 100 mile market radius.

Cut flowers and plants

- This includes bedding plants, bouquets, seedlings, trees, and bulbs.
- All cut flowers and plants must be grown within the 100 mile market radius.

Baked goods and other prepared foods

- Baked goods and other prepared food include bread, cakes, cookies, jellies and jams, sauces, candy, and beverages.
- All items must be certified by VDACS or by the Virginia Department of Health. If the prepared foods fall within the exemption of certification, the products must be properly labeled to explain that the products are not inspected (see section on food safety above).

Animal products

- This includes meat, cheese, honey, and eggs.

- Vendors of these products must obtain all certifications and inspections required by federal, state, or local laws and regulations.
- All claims about meat products must be approved and included on the state-approved label
- Meat vendors are required to raise their product on a farm within the 100 mile market radius.
- All cheeses must be made within the 100 mile market radius.

Crafts

- Art and craft vendors and items will be reviewed and selected on an individual basis.
- All art and craft items must be produced within the 100 mile market radius.

Sanitation and Safety

- All public litter containers in the market area are for reasonable use by vendors and customers. Excessive or improper use by the vendors is not permitted.
- The use of tobacco, alcohol or illegal substances are not permitted at the market location. If you need to smoke, please do so at least 100 feet from the market. Exceptions to this rule will be the allowance of wine or beer tastings provided by local wineries or breweries or special events.
- Firearms are not allowed within the market location.
- Any unsafe or unsanitary conditions should be brought to the immediate attention of the on-site Market Manager.
- Behavior by vendors judged to be disruptive or detrimental to the peaceful operation of the market will not be allowed. The on-site Market Manager reserves the right to ask a vendor to leave at any time.

SNAP and LEAP Token Programs

SNAP-EBT Program

- LEAP accepts SNAP-EBT (formerly known as food stamps) benefits as payment at all of our markets.
- We collect payment from SNAP-EBT recipients and provide them with wood tokens to use as payment for products at the market.
- Wooden nickels for SNAP-EBT benefits say “**For eligible items only, no change given,**” and have a \$1 value posted on them. As denoted, no change can be given, so please round up or down if a non-whole dollar amount is charged.
 - A portion of the matched tokens each SNAP-EBT user receives are restricted only to the purchase of raw, unprocessed fruits and vegetables. These tokens have red writing and a red border, feature an apple on one side, and say “**Fruits and vegetables only, no change given**”.
- Items eligible for Fruit and Veggie tokens:
 - Whole, raw fruits
 - Whole, raw vegetables
 - Bagged and cut raw lettuces and greens
 - Food-producing plants
- Items NOT eligible for Fruit and Veggie tokens:
 - Juices
 - Cut Flowers
 - Cut vegetables or fruits
 - Jams, jellies, sauces
- **NO SALES TAX IS TO BE COLLECTED ON SNAP-EBT SALES.**
- Items NOT eligible for SNAP-EBT purchase:

- Non-food items such as pet food and cut flowers
- Soaps, crafts, art, and paper products
- Hot food or food intended to be eaten immediately

Debit cards, gift certificates and \$5 tokens

- Not all customers come prepared with cash or check. To help vendors out, LEAP accepts debit and credit cards at our Market Manager Booth. Customers run their card and receive green, \$5-value wooden tokens that can then be used to purchase any item from any vendor. These tokens are same as cash, and the customer will receive change for their purchases. There is a \$2 transaction fee to the customer for this service. Customers can also go to Freedom First Credit Union at West End or to the Pinnacle and Wells Fargo ATMs on Grandin Rd to take out cash. The Co+op also has a cash back option at their check out register.
- If a customer (or vendor!) wants to buy a gift certificate, direct them to LEAP's website (<http://leapforlocalfood.org/leap-community-market-gift-certificates/>) or the Market Manager.
- Gift certificate process: to "cash in" the gift certificate, the customer will visit the on-site Market manager who will collect the paper gift certificate and give the customer the value in \$5-value wooden nickels
- **Note:** The \$5 wooden nickels look similar to the SNAP-EBT nickels but with \$5 on them instead of \$1. They are also colored green on the border and have green writing. Customers can use the \$5 tokens to purchase any items at the markets. Vendors can give change for the \$5 tokens (cash only). **SNAP (\$1) tokens cannot be used as change for debit/gift certificate tokens (\$5).**

Reimbursement for LEAP tokens

- LEAP reimburses vendors at the start of the month for all \$1 and \$5 tokens collected during the previous month. All vendors should keep their own records of token counts throughout the season. If there are any discrepancies, please contact the Program Coordinator.
- LEAP will reimburse vendors through Bill Pay via Freedom First Credit Union. All necessary information will be collected at the mandatory vendor meeting in March. There are two options to choose from to receive your reimbursement:
 - Receive a check by mail: This will take 5-7 business days and come directly from FFCU. You will need to provide us with your name, who we should make the check to, your phone number, and your mailing address. **If you're uncomfortable sharing your banking information, this is the option for you.**
 - EFT: This will take 1-2 business days and will deposit directly into your account. You will need to provide your name, address (the ones connected to your chosen bank account), phone number, bank account number, and routing number. **If you'd like to receive your money more quickly, or don't want to deal with paper checks, this is the option for you.**
- **PLEASE NOTE:** Several other regional markets have programs that use similar-looking wooden nickels. Look carefully at all wooden nickels offered as payment and make sure that the nickels have the LEAP name. LEAP will not reimburse vendors for non-LEAP tokens.

Three Strikes Policy

- In order to promote a smooth market and ensure food safety protocols are followed, vendors are subject to a "three strikes" policy regarding violations of LEAP market policies. Strikes will be given for violations of food safety regulations, "no-shows", repeated tardiness, and any other

policy violations deemed by the Market Manager to be disruptive or detrimental to the market as a whole.

- For the first strike, the vendor will receive a verbal and written warning, as well as suggestions on how to remedy the violation in the future.
- For the second strike, the vendor will receive a verbal and written warning.
- After the third strike, the vendor will lose their spot at the market for the rest of market season.
- Strikes reset each year, and are specific to the market where the violations occur (i.e. three strikes at West End and three strikes at Grandin)

Disputes

- There may occasionally be disputes between vendors. -All complaints must be presented in writing to the Market Manager and LEAP Director of Programs and Operations, who will employ all possible means to resolve these disputes in a timely manner and will in all cases make the final decision.
- To make a complaint, comment, suggestion, dispute please complete the feedback form on LEAP's website (www.leapforlocalfood.org/feedback-form) or complete and submit a paper version (available from on-site Market Manager).

LEAP Farmers Market Application Procedure:

1. Vendor application due: Friday, February 15th, 2019
2. Read through Vendor Information Packet
3. Complete and sign application
4. Prepare and include any necessary required documents (inspection certificates, growers permit, business license, etc.)
5. Applications may be submitted electronically through a Google Form on LEAP's website. Email required documents to markets@leapforlocalfood.org
6. Mail signed application and required attachments to LEAP Market Manager; PO Box 3249 Roanoke VA 24015 or e-mail completed and signed application with required attachments to markets@leapforlocalfood.org.
7. Applications will be reviewed by committee and the selection will be communicated to applicants within three weeks.
8. All vendors must attend a pre-market meeting on March 14th, 2019 from 3:00-5:00 at the CoLab (1327 Grandin Ave).

**LEAP Farmers Market Vendor Application
2019**

All vendors must complete the following application and sign this agreement prior to vending at LEAP Farmers Markets. Applications and all necessary attachments are due February 15th, 2019.

Business / Farm Name _____

Applicant's Name _____

Provide the physical address of your primary point of production _____

City _____ State _____ Zip Code _____

Mailing Address (if different) _____

Phone (Primary Contact #) _____ Phone (Secondary) _____

Email Address _____ Website _____

Name of person/s managing your booth at market _____

Applying to be a vendor at (check all that apply):

- ___ 2019 Grandin Village Farmers Market (every week)
- ___ 2019 Grandin Village Farmers Market flex booth (every other week)
- ___ 2019 West End Farmers Market (every week)
- ___ 2019 West End Farmers Market flex booth (every other week)
- ___ 2019 Fill-in Vendor (please describe) _____

Anticipated start date for Grandin (Grandin Market opens April 20): _____

Anticipated end date for Grandin (Grandin Market ends November 9): _____

Any dates you anticipate not being present at the Grandin Market: _____

Anticipated start date for West End (open year-round): _____

Anticipated end date for West End (open year-round): _____

Any dates you anticipate not being present at the West End Market: _____

Products you plan to sell at the Market. Be specific. (Use additional sheet if necessary)

Product	Source

** If a vendor plans to sell items that are produced by someone else, the vendor must submit the items and the name, address, and contact information for the person producing these items.

Identify the primary type of product that you will sell at this market this year, based on greatest revenue (circle ONE):

Produce* Meat & seafood Dairy Eggs Plants & flowers Value-added*
 Prepared food* Crafts/art/services Alcohol Other

Produce* refers to fresh foods that farmers plant, grow, and harvest (e.g., fruits, vegetables, nuts, beans, etc.) The farmers do not process or minimally processes the products.

Value-added* refers to products that have been processed through baking, cooking, canning, drying, fermenting, preserving, or spinning techniques (e.g., baked goods, jams, dried fruit, viticulture, pickles, wool yarn, etc.). Value-added products can be produced by farm vendors with their own raw ingredients, or by non-farm vendors, with ingredients grown by an outside source.

Prepared food* refers to products that agriculture or non-agriculture businesses make from ingredients that they primarily purchase. They make the food at the market for immediate consumption (e.g., sandwiches, brewed coffee, etc.).

Have you sold products at a farmers market before? ___ Yes ___ No
 Will all products sold originate at your farm or facility? ___ Yes ___ No
 Are you a farm vendor? Answer yes only if you grow the items you sell at the market. ___ Yes ___ No

If selling products you grew or raised:

Copy of growers permit ___ Attached ___ N/A

If selling anything other than products you grew or raised:

Copy of business license ___ Attached ___ N/A

If selling prepared foods:

Copy of VDACS license (unless under home exemption) ___ Attached ___ N/A

Copy of last VDACS kitchen inspection (if applicable) ___ Attached ___ N/A

If selling meat or poultry products:

Copy of meat and poultry handlers permit ___ Attached ___ N/A

Copy of Poultry Permit of Exemption (if selling over 1000 birds) ___ Attached ___ N/A

Copy of most recent VDACS inspection report ___ Attached ___ N/A

(If selling meat products that do not fall under the poultry exemption)

The following data is collected to be used to promote the Farmers Market and to create individual signs and social media posts for our vendors (ages will not be released to the public):

Does your farm or business hold Organic Certification (or in the 3-year transition process)? ___ Yes ___ No

What other independently-verified certifications does your business hold? (e.g. Certified Naturally Grown, Animal Welfare Approved, etc.)

Do any of the following pertain to your business? Ownership refers to the equity, interest, or stock of the business. Mark only if 51% or more of your business is:

___ Woman-owned ___ Minority-owned ___ Veteran-owned Other designation: _____

Which of the following best describes the primary owner of your business? Ownership refers to the equity, interest, or stock of the business. Circle all that apply:

White (not Spanish, Hispanic, or Latino) Spanish, Hispanic, or Latino Black or African American
American Indian or Alaska Native Asian or Asian American Multi-Racial Prefer not to answer

Is the primary owner of your business younger than 35 years of age? Ownership refers to the equity, interest, or stock of the business. Select 'yes' if 51% or more of your business is owned by someone younger than 35 years of age. ___ Yes ___ No

What are the age(s) of the farmers/business owners: _____

Including yourself, how many people worked for your business either seasonally or year-round? Please include family workers (paid and unpaid), hired production or office workers, people hired to sell at markets, contract or custom hire farm labor, and paid interns or apprentices. If zero, enter 0.

Seasonal (worked 149 days or less): _____ Year-round (worked 150 days or more): _____

How many acres does your farm business: own _____? lease _____? Enter "N/A" if not a farm business.

How many acres do you cultivate, or use for grazing? Enter "N/A" if not a farm business. _____

How many years have you been in business? _____

How many years has the primary owner/operator of your farm been farming? Please enter N/A if not a farm business. _____

How many miles will you travel to market? _____

In your own words, briefly (one-two sentences) describe your business: (e.g. "Four Corners is a multi-generational, family-friendly farm that practices chemical-free agriculture, growing nutrient-dense food for our local area.")

If you have a logo, please email a high-resolution version to kelly@leapforlocalfood.org.

Please email a few high-resolution photos of your business operation to kelly@leapforlocalfood.org.

Reminders for 2019:

- There is no longer a \$5 minimum vendor stall fee.
- Vendors must sign up for Freedom First Bill Pay through LEAP to receive token reimbursements.
- All vendors must attend a pre-market meeting on Thursday, March 14th from 3:00-5:00 at CoLab (1327 Grandin Ave).

By signing this agreement, the undersigned hereby agrees that they have FULLY READ AND UNDERSTAND the information presented in the LEAP Vendor Information and Application Packet as well as any related local, state, or federal regulations. The undersigned also agrees that while vending at LEAP Farmers Markets, they are in compliance and will remain in compliance with the rules and regulations set forth in this information packet and all those governing their respective business. Failure to follow these guidelines can result in the vendor being removed from the markets by the Market Manager or LEAP's Executive Director.

Signature _____ Date _____