



Downtown Phoenix Farmers Market Vendor Handbook



Rev. January 2022



Welcome to the Downtown Phoenix Farmers Market!

This handbook informs each prospective and participating vendor of Downtown Phoenix Farmers Market's rules, procedures and policies. It is intended to serve as a primer for everyone at the Downtown Phoenix Farmers Market - vendors, shoppers, staff and volunteers alike - to have a safe, fun and successful market experience.

All vendors, including business owners and at-market staff, are expected to adhere to all items listed in this handbook.

Community Food Connections

Since 2005, Community Food Connections (CFC), a 501(c)(3) nonprofit organization, has been operating the Downtown Phoenix Farmers Market (formally Phoenix Public Market).



Mission

Community Food Connections works to support small farmers and businesses that strengthen sustainable food systems and the local economy for the benefit of the local community.

CFC Programs

- 1) Supporting Arizona farmers through growers grants, alternative marketing, and sales opportunities so they may continue to grow food for the local community;
- 2) Increasing access to fresh, healthy food to underserved populations by participating in nutrition assistance programs; EBT, DUFEB, Senior FMNP, & WIC;
- 3) To serve as an incubator for micro businesses by providing an opportunity to create and test new products while refining marketing with minimal investment;
- 4) Creating jobs and sustaining family self-sufficiency;
- 5) Creating a culturally relevant and vibrant gathering place in the heart of our community that represents Phoenix for local residents and tourists;
- 6) Educating the community on the importance of local, healthy eating and shopping and ensure food security for years to come.



Meet the Staff

Tanya Chakravarty *Executive Director of Community Food Connections*
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On-Site Farmers Market Staff

- Sven Lenkevitz
- Lisa Collier
- Bobby Northcutt

Meet the Board

PRESIDENT—currently vacant
VICE PRESIDENT—Michele Jeffery, Plexus Worldwide
TREASURER—Barbara Loutos, C.P.A., Loutos Consulting, P.C.
SECRETARY—Samantha Jackson, City of Mesa
Sara Dolan—Blue Sky Organic Farm
Rachel Galvez—Arizona Federal Credit Union
Megan Sheldon—City of Glendale
Monica Merenda—Los Compadres

Contact Information

Physical Address: 721 N Central Avenue Phoenix Arizona 85004
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E-Mail Address: Info@downtownphoenixfarmersmarket.org
Phone Number: 602.625.6736



Market Hours of Operation

Saturdays Year-Round Outdoors

- **Winter:** 8:00 am-1:00 pm. *Winter Season is considered as October to mid-May; once high temperatures are consistently below 100 degrees.*
- **Summer:** 7:00 am-11:00 am. *Summer Season is considered as mid-May through September when high temperatures are consistently over 100 degrees Fahrenheit.*

Market Site Details

The property where the market takes place is both City of Phoenix property and privately owned. Location of the market is subject to the property owner's discretion.

- Located along Central Avenue provides accessibility to public transportation.
- Free parking for customers adjacent to the farmers market.
- Easily accessible to park and unload your products.
- Free vendor parking located north of McKinley street in the "Atmosphere" parking lot.
- Limited Electricity is available.
- Minimal waste or trash dump is available for vendors.
- Composting is available in blue cylindrical bins located near the warehouse entrance.
- One portable restroom and three indoor restrooms are available for vendors.
- No cash or change available for vendors during market hours.
- There is no Wi-Fi on site.

PARKING MAP

We want to make parking as easy and convenient as possible for customers who come to the Downtown Phoenix Farmers Market to shop. With your help, customers have top priority for parking. During the market, vendors may not park in the gravel lots north of the market unless approved by the market manager. Free vendor parking is available for vendors on the north side of McKinley St (paved lot).

Load in/out Instructions

Vendors are welcomed to drive into the market to unload and set up. The earlier you arrive the more space you'll have to unload. However, **you must** move your car to the lots north of McKinley 15 minutes prior to the Market opening. Vendors may temporarily park the gravel lots to unload. Those situated on Pierce St may park temporarily in the pay to park lot, but do so at your own risk.

Vendors may not pull into the market until a half hour after close. We encourage vendors to break down their setup before driving in to pack up.



Vendor Parking Map



SCHEDULING & ATTENDANCE

Communicating Your Schedule

If planning to take time off throughout the year, you must notify the market manager of any dates you'll be absent. Acceptable forms of communication include text and email. Vendors must notify the Market Manager at least 24 hours in advance of the Market they will miss. If an emergency happens the day of the Market, call or text the Market Manager as soon as possible at 602-625-6736.

Attendance

Consistent attendance is vital to the success of all vendors. All vendors are expected to attend weekly unless they have an agreement worked out with the Market Manager. Consistent absences may lead to the forfeiture of your space.



RULES & REGULATIONS

1. Vendors must produce their own items. Items may not be purchased and resold as “locally grown” or home/handmade. Franchise or resale businesses are not permitted to join the Market as vendors. **We reserve the right to remove any vendors found selling mass-produced or factory manufactured goods.**
2. Vendors shall comply with all rules and regulations set by the State of Arizona, Maricopa County, and the City of Phoenix relating to the products they sell. This includes, but is not limited to, a Health Permit ID, City and/or State Resale Tax Number, Catering License, Cottage License, and Food Handlers Card as needed per the type of product being sold.
3. It is the sole responsibility of each vendor to be familiar with and abide by all state and federal regulations pertaining to the production, harvest, preparation, preservation, labeling and safety of products brought to the Market.
4. All Downtown Phoenix Farmers Market vendors are required to carry general liability insurance with policy limits not less than a \$1,000,000 personal and \$2,000,000 General Aggregate naming “Community Food Connections” as additionally insured. A copy of the liability certificate must be presented before a space is assigned. Additional product liability insurance is recommended.
5. All paperwork (vendor application, copies of licensing/permits, liability insurance coverage) must be on file with the Downtown Phoenix Farmers Market prior to vending at the Market. As these documents expire (permits, insurance plans), new ones must be provided.
6. All vendors are expected to participate in the Market in the spirit of cooperation. Please be neighborly, respectful and friendly to your fellow Market vendors. Vendors must stay within their provided space and not encroach on other vendors’ spaces.
7. Vendors are expected to be set up and ready for business prior to the opening bell beginning the Market. Bringing in product to set-up after the Market has opened for business is a safety concern and care must be taken to avoid accidents.
8. Vendors must remain with your booth and fully set up from the start of the opening chimes until the Market closes unless approval is given by the Market Manager.
9. If a vendor is not going to be able to attend a Market, they are NOT allowed to bring in another vendor in their place to “hold their space” without prior approval from the Market Manager.
10. At the end of the winter season, all vendors leaving for the summer must notify the Market Manager of their intent to return. Vendors who do not notify the managers that they are leaving for the summer may not be allowed to return to the Market.
11. If a vendor wants to expand their product line and include a product, it must be cleared with the Market Manager. This does not include growers selling items produced on their own land.
12. Display or sale of obscene, illegal or unsafe merchandise is strictly prohibited, the determination of which is at the sole discretion of the Market Manager.
13. If the Vendor/Grower or any of its employees, agents or representatives enter the market under the influence of alcohol or drugs, they will forfeit the stall for the day or the market season and may be permanently removed from the market at the Market Managers discretion.
14. At the end of each Market, vendor spaces must be cleared of debris and all vendor-generated trash must be disposed of in the large dumpster on site. Your space must be completely cleaned



- and swept. Brooms and dustpans are available for use near the entrance to the warehouse.
15. Vendors who rent tables, tents or chairs must put them away in the proper storage areas at the close of the Market. If assistance is needed please see the Market Manager, or other staff members.
 16. As the Market is a high-density area, vendors are not allowed to smoke within the perimeter of the market. By law, smoking must be done 20 feet from any entrance. The Market is considered a "Smoke Free Zone."
 17. Always bring weights to secure your tent (you never know when wind gusts will strike).
 18. A vendor can forfeit their space for the year season:
 - i. A vendor is late (arriving after opening) three (3) times in a season (winter/summer).
 - ii. (3) no call no shows throughout the year.
 - iii. Non-payment of fees.
 - iv. Non-compliance of policies.
 - v. Disrespectful or unacceptable behavior towards market staff, other vendors, or customers.
 - vi. Posting spiteful language on social media about the market, staff or other vendors.

Vendors in violation of rules

Vendors who are found in violation of rules will be asked to stop behavior or action immediately. Any vendor who continues to violate the rules will be given a written notice of violation. Vendors who violate market rules a third time will be removed from the DTPHX Farmers Market permanently.

Agricultural Standards

The mission of the Downtown Phoenix Farmers Market is to support small, local growers who supply our community with fresh, healthy food. Working together, growers and the market can increase awareness of growing food in Arizona. Also, we work with Pinnacle Prevention so that Double Up Food Bucks (DUFb), EBT, WIC, and FMNP may be accepted at the Farmers Market. As a result, there are some rules that agriculture vendors must adhere to or they will be asked to leave the market.

1. Farm and location of the farm must be labeled clearly outside of the booth. To help with this, we have signs available with your farm's name and location.
2. Farmers are encouraged to partner with other small farms to maximize the Arizona grown produce at the market. If products are not grown by the farmer, the produce must list the farm and city, state, and country where it was grown.
3. Products marketed or labeled as organic, must provide proof of certification to the Market Manager and have the certificate on display at their booth.
4. Items not grown in Arizona must be clearly labeled with the name of the farm it was grown on and the City, State where that farm is located (for example, "Nectarines from



Masumoto Family Farms, Del Ray, CA”).

5. The Farmers Market Manager must be notified and approve of any foods grown outside of the state and sold at the Market.
6. Absolutely no produce that is purchased through a large distributor, or from a “big box” source (Costco, Restaurant Depot, Peddler’s Son, etc) may be sold at the Farmers Market
7. A crop plan must be submitted to the Farmers Market manager every 2 years, which is required to be eligible for DUFb & FMNP
8. Farm inspections will take place at least once every 2 years by the Farmers Market Manager and potentially members of the CFC Board.
9. Per the Food Safety Modernization Act (FSMA), all growers are strongly encouraged to attend classes about Produce Safety Rule (PSR). While this is not currently mandatory, it may be in the near future.

Meat, Fish, Eggs

Meats and eggs sold at the Market must be processed in safe, sanitary conditions. All meat products should be pre-packaged, sold frozen or kept chilled in a cooler to avoid spoilage.

We also require these standards to be met:

- 1) Fish/shellfish: fished with sustainable practices to avoid overfishing, if farm raised, an integrated aquaculture system is preferable.
- 2) Beef, lamb, pork: pasture or large paddock raised, grass fed, no antibiotics or hormones used in supplemental feed, can be supplemented with hay or legumes.
- 3) Chicken, turkey, eggs: raised free range, non-GMO feed is preferred, no antibiotics or hormones used in feed.
- 4) Eggs sold at the Market must follow standards set out by the Arizona Department of Agriculture. Egg producers who sell less than 750 dozen eggs a year can sell ungraded eggs but must submit their [nest run egg permits](#). Eggs may not be washed or sorted. Those who sell more per year, please submit applicable paperwork.

We encourage agricultural products to be produced with a sustainable mindset. Market customers want products that are grown or raised locally, in sustainable, environmentally safe conditions, and/or organically which allow the product to remain as natural as possible without chemical additives.



MARKET OPERATIONS

Fees Overview

One-year Membership Fee	\$120 one time annual fee payment Gets one 10'x10' booth space rental on Saturday
Each Additional Space	\$20 per week for each additional 10'x10' booth (growers excluded)
Daily Sales Fee	All vendors pay 10% of their sales Approved agriculture growers pay 5% of their sales
Electric Rental	\$3 (assessed at every market)
Tent Rental	\$5 for 10'x10' tent (assessed at every market)
Table Rental	\$1 per 6'x3' table, up to \$5 (assessed every market)

Membership Fees are non-refundable. Fees will be assessed regardless of how often a vendor attends the market. New vendors who join the Market after January, will have their first year prorated at \$10/month for the remainder of the year.

Daily Sales Slip

Downtown Phoenix Farmers Market Daily Sales Slips

Business Name: _____

Date: _____

1. REPORT DAILY SALES TOTAL
(CUSTOMER PREORDERS SHOULD BE INCLUDED)
\$ _____

2. ADD VENDOR FEES
\$ _____ + \$ _____ = \$ _____
10% Daily Sales Total Rentals Total Fees

3. SUBTRACT TOKENS
-\$ _____ -\$ _____
EBT Wooden Tokens Market Bucks

ARIZONA GROWERS ONLY	
-\$ _____ DUFB Silver Tokens	-\$ _____ FMNP/WIC Coupons

4. TOTAL CASH/CHECK PAID BY VENDOR \$ _____

Staff Initials _____ Market Initials _____

Please note the following & ask if you have any questions:

- EQUIPMENT RENTAL FEES
Tents (\$5/Each) Tables (\$1/Each) Electricity (\$3)
- Vendors are responsible for paying sales tax separately.
• Add all token sales to your total.
- All tokens should be submitted towards fee in place of cash.

During the Market, you will receive an envelope with a "Daily Sales Slip" inside of it. **This is how you will pay your fee for participating in the Market.**

The Daily Sales slip is a duplicate form; the white top copy is turned in at the end of the event with your payment. The yellow bottom copy is yours to keep for accounting.

Vendors will be reimbursed in cash the following week if they turn in excess coins/coupons/market bucks.

Cash, checks, and Venmo are accepted forms of payment for fees. All checks should be made out to Community Food Connections. Venmo @DTPHCFM



Equipment Rentals

The Market also has a limited number of tents and tables available to rent on a first come, first serve basis. **We highly recommend that vendors provide their own equipment.** Vendors are responsible for rented equipment. All equipment must be returned to where it was found. Report any broken or damaged equipment immediately to market staff.

Vendor Placement

Vendor placement is at the discretion of the Market Manager. Priority will be given to those who work in the spirit of cooperation with the Market, consistently meeting the guidelines set forth in the Vendor Handbook. Vendors who do not attend the Market on a weekly basis, are (relatively) new to the Market will be placed last. **The market manager reserves the right to move vendors at any time.**

Fines

The Market staff works hard to prepare the market and communication and consistency are important for continued success. Vendor attendance is a critical component to running a successful market. Inability to communicate effectively may result in fines and potentially removal from the market. All fines must be paid at the end of the market attended.

- **Late Arrival:** Vendors who arrive after 6:45am (7:45 in Winter) to the market without notifying the market manager will be charged \$25.
- **Early Close Down:** Vendors who pack up before the official close of the market will be charged a \$25 fine unless approved by the Market Manager.
- **No Show:** Vendors who fail to communicate with the market manager that they won't be attending a market will be fined \$50 upon their return. Notice of absences should always be provided well ahead of time in writing (text or email).
- **Last minute cancellations:** Vendors who notify the market manager of their absence on Saturday before the market may be subject to a \$25 fine at the discretion of the market manager, especially if it's repetitive.
- **Bounced Check Fees:** Vendors who's checks bounce for payment will be required to pay the full amount of the check plus an additional \$25 fee before being allowed to return to the market.



Vendor Renewals

Notification of vendor renewal forms and payment will be sent out via email in January and must be paid within 30 calendar days from their sent date. When submitting annual membership fees (\$120) you'll also be required to complete the annual renewal form. This ensures that we have your most up to date business information, including updated food permits, licenses, and insurance.

Vendor Auditing

DPFM reserves the right to audit any vendor at any time. Vendors shall cooperate with auditing process and the following guidelines shall apply:

1. DPFM designated auditor will total daily sales at the vending booth. Sales total shall not be shared with vendor and vendor shall not ask auditor for information on daily sales total.
2. DPFM auditor submits sales total to Market Manager. The vendor independently submits their total to the Market Manager at settlement.
3. Should the total audited be 30% or more higher than the vendor's average sales over the vendor's market history, Market Manager may either immediately terminate the vendor's privilege to sell at the Market or schedule an additional audit. The Market Manager will determine any additional audits and/or subsequent action.

Market Initiatives

Sustainability

As part of our goal to adopt more sustainable practices, the Downtown Phoenix Farmers Market will not distribute new plastic grocery bags. Shoppers and vendors may both use and recycle used grocery bags at the Market's Information Booth. DTPHCFM also collects donations of canvas, paper and other bags that can be reused for shopping.

The Market also sorts waste to help divert reusable materials from ending up in landfills. You too can do your part by properly sorting waste – we have both a recycle and trash dumpster across from the Information Booth. Additionally, DPFM partners with Recycled City. Recycled City collects compostable waste at the end of each Market and uses it to create rich soil.

Beginning in 2022, NO MORE STYROFOAM. All vendors are prohibited from packaging any items sold at the Downtown Phoenix Farmers Market in styrofoam.

Educational classes will be made available in conjunction with Keep Phoenix Beautiful and Local First Arizona for vendors who wish to learn more about becoming a sustainable business.



Growers Grants

Every year, CFC provides grants to local growers who attend the market. The goal is to provide direct financial assistance to our local growers, especially during the slow season in late summer.

The grant works to support local growers by overcoming material barriers for their continued growth and success. Growers will submit their needs/challenges, how they will use their funds, and their goals. Growers who are awarded grants will need to provide periodic updates on their progress. All growers shall be notified when grant applications are open and closed.

Vendor Scholarship

Every year, CFC awards scholarships to small businesses. The goal is to support micro businesses that are local and unique through education and scholarship.

The scholarship works to support vendors by enhancing their operations and business presence at the market. We've seen more and more small businesses launch in our local community, but there is still room for development. We hope scholarships like this will help contribute in a small way to that movement and inspire other companies to do the same. All vendors shall be notified when scholarship applications are open and closed.

Acceptable Forms of Payment From Customers

We encourage vendors to set up their own credit card terminal to accept payments easily and conveniently at your booth. Do your research, apps with low processing fees should be sought after! Please note there is no Wi-Fi connection on site.

There are many ways for customers to shop at the Downtown Phoenix Farmers Market.

- Cash – exact change is encouraged
- Debit/Credit - American Express (AMEX), Discover, MasterCard and Visa.
- Market Bucks
- Supplemental Nutrition Assistance Program (SNAP) - EBT (Wooden Tokens)
- Double Up Food Bucks (Silver Coins)
- Farmers Market Nutrition Program (WIC, Senior, SFMNP Coupons)



Market Bucks

Market bucks act as a form of gift cards for the market. They are eligible for any vendor. They expire one year after purchase (check the back of them for the expiration date). No change is given.

Market bucks can be purchased online or at the info booth on Saturdays. Customers may swap out large bills for small bills at the information booth if needed. Available in \$10, \$5, and \$1 increments.



Supplemental Nutrition Assistance Program (SNAP)/ "EBT"



The **Supplemental Nutrition Assistance Program** is a federal program that provides nutrition benefits to low-income individuals and families that are used to purchase food. The program is administered by the USDA Food and Nutrition Service (FNS) through its nationwide network of FNS field offices. SNAP/EBT provides nutrition benefits to supplement the food budget of families. We can accept EBT cards from any US state. **EBT customers will never swipe their cards directly with vendors.**



\$1 & \$5 Wooden EBT Tokens are given at the Information Booth once a customer has swiped their EBT card. Tokens do not expire. No change given. Vendors can redeem tokens at the end of day check out. ALL coins must be turned in at the end of the day by vendors.



Eligible items include: fruits, vegetables, mushrooms, beans, nuts, herbs, edible plant starts, honey, jams, bread, meat, fish, eggs, snacks, spices, salsa, dips, supplements, tinctures, packaged tea, and cold drinks.
No hot drinks/foods or pet food.



Double Up Food Bucks



DUFB - Thanks to our partners at Pinnacle Prevention and state funding, DUFB doubles the value of SNAP/EBT (including P-EBT) benefits used at farmers markets across Arizona. DUFB helps individuals stretch food dollars and bring home more healthy fruits and vegetables while supporting local farmers. For every \$1 of SNAP funds redeemed at the market, a matching \$1 token in Double Up Food Bucks is provided to purchase additional fruits and vegetables from local farmers.

\$1 Silver Double Up Tokens. ONLY PRODUCE VENDORS MAY ACCEPT DUFB FOR ELIGIBLE ITEMS. No change given. Vendors can redeem tokens at the end of day check out. All coins must be turned in at the end of the day, even if you have more than what covers your fee.

Eligible items include: Arizona grown only; fruits, vegetables, mushrooms, plant starts, herbs, dried beans, and raw nuts.

Farmers Market Nutrition Program – FMNP/SFMNP



The [Arizona Farmers Market Nutrition Program](#) provides \$30-\$50 worth of farmers market coupons to buy Arizona-grown fresh fruits, vegetables, mushrooms, and herbs. **Approved Agriculture Vendors may accept FMNP (Farmer's Market Nutrition Program) coupons** at the farmers market and reimburse them directly with market staff for cash at the end of each market day.

The 2022 Season runs from February through November.



ARIZONA
FARMERS MARKET
NUTRITION PROGRAM

wic

COUPON BOOK
Arizona WIC Farmers Market Nutrition Program
Redeem at eligible farmers markets for Arizona grown fresh fruits, vegetables, and herbs.
Not redeemable in grocery stores.

LIBRETA DE CUPONES
Programa de Nutrición de Mercados de Agricultores para Mujeres, Bebés y Niños (WIC) en Arizona
Canjéelo en mercados de agricultores locales por frutas, vegetales y hierbas frescas cultivadas en Arizona.
No canjeables en tiendas de comestibles.



ARIZONA
FARMERS MARKET
NUTRITION PROGRAM

SENIOR

COUPON BOOK
Arizona Senior Farmers Market Nutrition Program
Redeem at eligible farmers markets for Arizona grown fresh fruits, vegetables, and herbs.
Not redeemable in grocery stores.

LIBRETA DE CUPONES
Programa de Nutrición de Mercados de Agricultores para Adultos Mayores en Arizona
Canjéelo en mercados de agricultores locales por frutas, vegetales y hierbas frescas cultivadas en Arizona.
No canjeables en tiendas de comestibles.



COVID-19 PROTOCOLS

Per CDC Considerations for Outdoor Farmers Markets

To prevent the spread of COVID-19 the following measures will be followed by every vendor at the market:

- Perhaps the most important advice is to **wash your hands frequently**, with soap and hot water for at least 20 seconds.
- Have hand sanitizer (at least 60% alcohol) handy at your setup.
- Do not touch your face (eyes, mouth, or nose) unless you have thoroughly washed your hands. (It's important to develop a habit of not touching your face randomly). Of course, always cover your mouth with your elbow when sneezing or coughing.
- If you have flu-like symptoms of cough, shortness of breath, or fever, stay home (It's better for you and for the people in your lives even if it's not a coronavirus). Talk to your staff about sick-time and staying healthy.
- Communicate with us. If you have questions or concerns about COVID-19 please talk to our team. Especially if you are in a high-risk category, let us know if you are planning to take a break from the market so we can help support you.
- Stay informed and up-to-date on what is happening both around the world and here in our state. We suggest you do the same by reading reliable information from the Center for Disease Control, World Health Organization, and Arizona Department of Health Services. Sign up to receive mobile messages from us and stay up-to-date.

VENDOR MARKET AGREEMENT

The purpose of this Handbook sets forth a set of standards and procedures that directly impact the Downtown Phoenix Farmers Market. Updates to these policies may or may not be stated in writing, but every effort will be made to make sure changes, additions and updates are brought to the attention of the vendor and will be explained so that all vendors can operate to the standards listed.