



Downtown Phoenix Farmers Market Vendor Handbook



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*

☎ 602.423.7211 ✉ Tanya@communityfoodconnections.org

Available Tues-Fri, Occasionally On-site Saturdays

Colin Dueker *Downtown Phoenix Farmers Market Manager*

☎ 602.625.6736 ✉ Colin@downtownphoenixfarmersmarket.org

Available Weds-Fri, On-site Saturdays

On-Site Farmers Market Staff

- Sven Lenkevitz
- Lisa Collier
- Henry Hill



Meet the Board

PRESIDENT—Monica Merenda, AZ Hispanic Chamber of Commerce

VICE PRESIDENT—Michele Jeffery, Plexus Worldwide

TREASURER—Barbara Loutos, C.P.A., Loutos Consulting, P.C.

SECRETARY—Samantha Jackson, B-Interstitial

OFFICERS—

Sara Dolan, Blue Sky Organic Farm

Rachel Galvez, Arizona Federal Credit Union

Somlynn Rorie, Local First AZ

Michele Caporali, Arizona Sustainability Alliance

Sara Anderson, proxsea

Contact Information & Social Media

Physical Address: 720 N 5th St, Phoenix Arizona 85004

Mailing Address: CFC PO Box 588 Phoenix Arizona 85001

Web Address: downtownphoenixfarmersmarket.org

Instagram: [dtphxfarmersmarket](https://www.instagram.com/dtphxfarmersmarket)

Facebook: [Downtown Phoenix Farmers Market](https://www.facebook.com/DowntownPhoenixFarmersMarket)

Twitter: [dtphxfarmersmrkt](https://twitter.com/dtphxfarmersmrkt)

Local Buzz: DTPHX Farmers Market

TikTok: [downtownphxfarmersmarket](https://www.tiktok.com/@downtownphxfarmersmarket)

Are you active on social and want to promote the market? Check out our shared assets to assist in your social media/marketing adventures!

[Shared Assets Folder](#)



Market Hours of Operation

Saturdays Year-Round Outdoors

- **Winter:** 8:00 am-1:00 pm. *Winter Season is considered October to April; once high temperatures are consistently below 100 degrees.*
- **Summer:** 7:30 am-11:30 am. *Summer Season is considered May through September when high temperatures are consistently over 100 degrees Fahrenheit.*

Market Site Details

The market operates on the City of Phoenix property but is subleased to ASU, Wexford, and Cushman & Wakefield. It's a large, paved parking lot that is partially shut down on Friday evenings and Saturday mornings/afternoons. The property sits within the [Phoenix Bioscience Campus](#).

- No shade structures in place (yet).
 - Umbrellas are available for vendors in our SE shipping container free of charge
- Limited electricity is available.
- Trash and Recycle dumpsters can be found in the SW corner of the lot.
- Composting is available for all.
- Two portable restrooms are available for customers and vendors in the middle of the lot along with handwashing sinks.
- Tap water via a spigot/hose is available for vendors in the NE corner of the lot.
- Filtered water stations can be found at the Info Booth and main Dining Area
- Indoor restrooms are available for vendors just north of the lot, in the 850 PBC Building.
- We do not supply cash or change to vendors during market hours.
- There is no Wi-Fi on site.

Parking

- **Vendor Parking** – is available in the western portion of the lot (refer to map below).
- **Customer Auto Parking** – free and metered street parking, but some only take quarters. We have validation for parking at the Fillmore Parking Garage located at 555 E. Fillmore; just stop by our info booth for validation while supplies last. Paid parking directly north of the market (\$4/hr). Please note that 4th Street is one way northbound.
- **Bike Parking** – always celebrated, located at the southern entrance on Pierce St, and NE corner of 5th St and McKinley.



[Find the updated market map here](#)



Load-in/out Instructions

Vendors are welcome to drive into the market to unload and set up. Based on your placement, you should enter from McKinley or Pierce Street. The earlier you arrive the more space you'll have to unload. However, vendors will not be allowed to pull up next to their respective spots to unload within a half-hour before opening. After unloading, vendors can park for free in the western portion of the lot. Vendors are free to park first, then unload by carrying/wheeling their belongings to their space.

Vendors may not pull into the market until a half-hour after closing. Vendors are encouraged to break down their setup as much as possible before driving in to load their cars.



SCHEDULING & ATTENDANCE

Communicating Your Schedule

If you are 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 on the day of the Market, call or text the Market Manager as soon as possible at 602-625-6736.

Those taking extended time off (ie summer season) must notify the manager of how long they'll be gone and provide a general idea of when they'll return.

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.

MARKET OPERATIONS

Fees Overview

One-year Membership Fee	\$120 New vendors prorated to \$10 a month
Daily Sales Fee	All vendors pay 10% of their sales each market Approved agriculture growers pay 5% of their sales
Electric Rental	\$5 (assessed at every market)
Tent Rental	\$5 for 10'x10' tent (assessed at every market)
Table Rental	\$2 per 6'x3' table (assessed every market)

Membership Fees are non-refundable. Fees will be assessed regardless of how often a vendor attends the market.



Daily Sales Slip

Downtown Phoenix Farmers Market Daily Sales Slips

Business Name: _____

Date: _____

1. REPORT DAILY SALES TOTAL

\$ _____

2. ADD VENDOR FEES

\$ _____ + \$ _____ = \$ _____
10% Daily Sales Total Rentals Total Fees

3. SUBTRACT Tokens/Market Bucks

-\$ _____
EBT Wooden Tokens

-\$ _____
Market Bucks

ARIZONA GROWERS ONLY	
-\$ _____ DUFEB Silver Tokens	-\$ _____ FMNP Coupons

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

☐ Check # _____ ☐ Venmo \$ _____

Vendor Initials _____ Market Initials _____

EQUIPMENT RENTAL FEES

- Tents (\$5/Each) Tables (\$1/Each) Electricity (\$3)
• Vendors are responsible for paying sales tax separately.
• Add all token/coupon sales to your total.

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

All rentals are discouraged at this time. All new vendors should be bringing their own gear. Electricity is very limited and not guaranteed. Electric generators are encouraged for those bringing numerous materials that require electricity.

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, and 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 of running a successful market. The 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 7:45 am (6:45 in Summer) 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 whose 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 by 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 the auditing process and the following guidelines shall apply:

1. DPFM designated auditor will total daily sales at the vending booth. The sales total shall not be shared with the vendor and the vendor shall not ask the auditor for information on the 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 higher than the vendor's average sales over the vendor's market history, the 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.



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. DTPHXFM 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.

All vendors are prohibited from packaging any items sold at the Market in styrofoam. Vendors are encouraged to seek products that are compostable and reusable, especially those preparing food on-site. Provide incentives to customers to reuse their containers/jars!

Acceptable Forms of Payment From Customers

We encourage vendors to set up their own credit card terminals 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)*

*Valid for food-based vendors only



Market Bucks

They are eligible for any vendor. 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 to market staff for cash at the end of each market day.

The 2022 Season runs from February through November.





RULES & REGULATIONS

1. Vendors must be transparent with the products they are bringing. 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 food 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. Address: PO Box 588 Phoenix, AZ 85001
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 unless an agreement is worked out with the Market Manager. 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 of the Market. Bringing in materials 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. 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.
11. 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.
12. 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.
13. 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 in our shipping containers.
14. Vendors who rent or utilize gear that belongs to the market 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. This includes tents, tables, chairs, extension cords, and umbrellas.

15. 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."
16. Vendors shall bring tent weights every Saturday to secure their tents (at least 40 pounds).

Vendors in violation of rules

A vendor can forfeit their membership with the market if

- i. A vendor is late (arriving after opening) three (3) times in a single season.
- ii. Three (3) no call no-shows within a year.
- iii. Non-payment of fees.
- iv. Non-compliance with 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 who are found in violation of rules will be asked to stop their behavior or action immediately.

VENDOR MARKET AGREEMENT

By signing below, you acknowledge that you've read the Vendor Handbook and agree to its rules and standards. 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.

Vendor Name _____ Date _____

Vendor Signature _____