



## Atglen Farmers Market 2017 Market Guidelines

**About the Market:** The Atglen Farmers Market is located adjacent to the Atglen Borough Hall, and operates on the third Saturday of the month from 9 a.m. – 1 p.m., June 17 – October 21st. The market hosts local farmers and local non-farm vendors. The market is an activity managed by the Atglen Borough Park and Recreation Commission.

**Mission:** To provide fresh, local food and agricultural products directly from farmers and producers to residents, while creating an enjoyable atmosphere that contributes to a vibrant town center and promotes a sense of community in Atglen Borough.

**Deadline for Submission:** All applications must be received by May 16, 2017, or one month prior to desired market date you plan to attend. Send to: Atglen Borough Hall, PO Box 250 120 Main Street, Atglen PA 19310.

### MARKET GUIDELINES

**Attendance:** Vendors are expected to attend for the full hours of operation of the market for every week they list on their application. Vendors who would like to attend on a rotating basis should indicate this on their application. Vendors who miss two scheduled weeks may be asked to leave the market. Monthly fees are due for missed market dates.

**Fees:** Booth space is \$20 weekly for a 10' x 10' spot for approved vendors. Fees are to be made payable to Atglen Borough. Fees are due monthly, the Thursday before the event. Vendors may prepay for the whole season. Refunds will only be given if the event is cancelled by market management.

**Parking:** The borough provides ample free parking. Vendors arriving early may park in their assigned spot in the parking lot as part of their vendor space. Parking/driving is not permitted in the grass. Vendors setting up in the grass areas, must park their cars in an appropriate spot, either in the parking lot or side street.

**Tents:** Any vendor using a tent must use appropriate weights to secure the tent at all times.

**Product & Price Signage:** Vendors must post prices for all items for sale. If a farmer or vendor is selling any items he/she did not grow/produce, the farm of origin must be listed. Vendors may label items organic only if they are certified. All products must be grown or produced within a 100 mile radius of the market. No restaurant type vendors or products will be permitted.

**Permits/Licenses:** Vendors selling any food product other than whole fruits and vegetables must comply with all PA Department of Agricultural resource requirements, the Chester County Health Department, and all other county and state health and food vending codes. Vendors must also comply with all business license requirements and sales tax collection as dictated by law. A copy of all applicable permits and licenses are required to be submitted prior to vending.

**Alcohol:** Products containing alcohol must be sold in unopened containers and may not be opened or consumed at the market without prior approval and all required County permits/licenses.

**Rain or Shine:** The market will be held "rain or shine" - unless conditions merit closure, in which case all vendors will be called.

**No Hawking:** Business must be conducted from inside the booth. Vendors may not approach attendees outside their booths and should refrain from distributing promotional materials that are not directly related to the market or the products being sold.

**Community Supported Agriculture (CSA):** Offering CSA pick-up will be considered upon request.

**Non-Farm Products:** Must be high quality, locally made food items which the vendor must add at least 75% of the total value to the product. The product(s) must be complementary to a farmers market. We may restrict the number of vendors selling similar products (for example, we may restrict bakers to two).

**Utilities:** Utilities are not available at the vendor location. No generators are permitted in the market without prior permission.

**Set up/Tear down:** Set up will begin one hour prior to the market opening. The market opening will be signaled by the ringing of a bell. No sales before the opening bell. All vendors are to shut down promptly (within 45 minutes) of the market closing bell. Vendors must take with them all trash, produce, debris, etc. Any vendor arriving after the start of the market may not bring a vehicle into the market. Vendors who arrive after 9 a.m. repeatedly may be asked to leave the market. Tents, tables and signs brought into the market must be in good condition.

**Non-Profit/Community Groups:** Non-profit and Community organizations may apply to participate in the market. This is a promotional opportunity to highlight the organization and/or assist with fundraising efforts. Only two spots are available each week and will be determined by interest and availability. Market fee will be waived for non-profits. No competing products may be sold.

**Vending Spot:** Each vendor is assigned a vending spot by the Market Coordinator. This spot is not transferrable and vendors must not exceed their allotted spot or relocate without prior written permission.

**Liability:** Vendors are required to maintain a general liability insurance policy in the amount of at least one million dollars for property damage and personal injury liability listing the Atglen Borough (120 Main Street, Atglen, PA 19310) as additionally insured while participating in the Atglen Farmers Market. Vendors must provide a certificate of insurance and additionally insured endorsement page issued by the insurance company by the Thursday prior to the event. Send to Atglen Borough Hall, PO Box 250, Atglen, PA 19310, Fax # 610.593.6508, [manager@atglen.org](mailto:manager@atglen.org).

**Vendor conduct:** No animals (pets, livestock, etc.) other than service animals shall be permitted in vendor stalls without the express prior permission of the Market Coordinator. Vendors shall not smoke or vape within the market area. Violation of vendor guidelines may result in termination of the agreement to utilize the vendor space at the Atglen Farmers Market.

**Applications:** Anyone wishing to participate in the market must submit the Atglen Farmers Market Application to the Atglen Borough, PO Box 250, 120 Main Street, Atglen, PA 19310 by May 16, 2017.

**Exceptions:** The Atglen Borough Park and Recreation Commission reserves the right to make exceptions or changes to any of the market guidelines.