



**THE SOUTHERN VILLAGE FARMERS MARKET**  
**Thursdays, 3:30 – 6:30 pm**

January 31, 2011

Re: MISSION STATEMENT, RULES OF THE MARKET, VENDOR APPLICATION, GUIDELINES FOR NON-FARM CRAFTS

To: All Potential Vendors for new Southern Village Farmers Market

Thank you for your interest in becoming a vendor at the new Southern Village Farmers Market. The Market will be managed by the staff and management of Market Street Association at Southern Village (MSA). We are now accepting vendor applications for the 2011 season, which will take place from 3:30 - 6:30 pm weekly, for 22 weeks beginning on Thursday May 5th and continuing until Thursday September 29th. We will hold additional markets later in the year, one in October, focusing on Harvest and Fall Holiday, and one in December, focusing on Crafts & Gifts.

Please read carefully and follow the steps below:

1. Please read the **Rules of the Market**. If you are applying for craft vendor status, you must also read the **Guidelines for Non Farm Crafts**. We encourage all applicants to read the craft guidelines.
2. Please fill out the application form completely. Forms not filled out completely will not be considered.
3. Applicants will be placed into two (2) categories:
  - a. Returning Vendors--those who have sold previously in Southern Village
  - b. New Vendors--those who have never sold in Southern Village
4. Submit your application by February 28, 2011 **with a \$15 non-refundable application fee (for NEW Southern Village vendors) and a self addressed stamped business size envelope to:**  
Market Street at Southern Village: Farmers Market  
Attn: Beverly Carr  
400 Market Street, Suite 200  
Chapel Hill, NC 27516

**Important note:** The application fee will be waived for Returning Vendors--those who have previously sold at the Farmers Market or the OCAG Arts Fair in Southern Village.

Applications received after the February 28th deadline will be considered as space at the Market permits, with first consideration given to the earliest applicants. In the event that we don't have enough space for all applicants, or there are too many applicants selling the same product(s), we will maintain a waiting list for future openings

You will be notified of our acceptance decision by mail, using the envelope you included with your application. **Applications received by February 28<sup>th</sup>, will be considered according to the following time line:**

**1<sup>st</sup> week of March:** MSA Management/Staff will review applications received by the deadline. First consideration will be given to previous Southern Village vendors. Notification letters will be sent out. Acceptance of vendors who have never sold in Southern Village will be subject to a farm/studio inspection.

Inspections can be waived for members of the Carrboro Farmers Market, the South Estes Farmers Market, Orange County Artists Guild, Chatham Artists Guild, or other vendors who have sold

previously in Southern Village as part of the Carrboro Farmers Market or Orange County Artists Guild Arts Fair.

**2<sup>nd</sup> week of March:** Farm or Studio inspection by MSA management will take place, followed by a notification decision. Notification letters will go out by Friday, March 11th.

**3<sup>rd</sup> week of March:** A vendor meeting will take place in Southern Village to ask for ideas and make plans for the market. Your ideas and suggestions for the Market will be solicited at this meeting.

**First Thursday in May (May 5th):** The Market will open; accepted vendors will begin selling.

Please let me know if you have any questions or suggestions.

Best to all,

Bev Carr  
Marketing & Events Coordinator  
Farmers Market Manager  
Market Street Association at Southern Village  
400 Market Street, Suite 200  
Chapel Hill, NC 27516  
919.969.7301 x231  
[bcarr@ncarolina.com](mailto:bcarr@ncarolina.com)

ATTACHMENTS:

1. Mission Statement
2. Rules of the Market
3. Guidelines for Non-Farm Crafts
4. Vendor Application



**SOUTHERN VILLAGE FARMERS MARKET  
Mission Statement & Rules of the Market**

**MISSION STATEMENT**

**THE SOUTHERN VILLAGE FARMERS MARKET: CONVENIENT, FRESH, FUN**

1. Provide the convenience of a Thursday afternoon Farmers Market to residents of Southern Village, employees of Southern Village businesses, and to people who live and work in the surrounding area. Offer the public direct access to farmers and artisans who sell their own products.
2. Attract people to Market Street in Southern Village, Chapel Hill.
3. Provide an additional outlet for farmers/crafters to sell their produce/hand-crafted items directly to the public.
4. Attract a diversity of sellers & service providers to create a wide appeal to the public.
5. Educate the public about the benefits of eating fresh, local food.
6. Involve the businesses of Market Street in Southern Village.
7. Create a vibrant & fun environment for all of the above.



## SOUTHERN VILLAGE FARMERS MARKET RULES OF THE MARKET

1. Sellers must reside and produce the items they sell within a 50-mile radius of Chapel Hill within the State of North Carolina. An exception to the mileage rule will be made for vendors of fresh seafood, which must be sourced in the state of North Carolina.
2. Sellers must be the original producer of all items being sold. **No buying and reselling of produce or other products are allowed.**
3. A seller may lease land for crop production; however if that land has an established crop on it at the time of the origin of the lease, the seller must perform all operations necessary to manage that crop for at least one full season prior to the season in which the fruits of that crop are harvested for sale at the market. Documentation of the lease may be required.
4. A seller who purchases land with an established perennial crop on it may harvest and sell that crop in the year of purchase.
5. The seller's farm, studio or business must be visited by representatives of Southern Village management before the application will be considered for approval. An exception will be made for vendors who have already sold their goods at the Southern Village Farmers Market or the Carrboro Farmers Market.
6. Sellers will be either Full-time (attending 20 or more markets during the year) or Part-time (attending fewer than 20 markets), and will designate in advance how many markets they will attend.
7. Sellers must pay a \$25.00 annual membership fee. This fee must be paid at the first market attended each season. The fee will be refunded to all vendors who attend the number of markets to which they have committed (as above).
8. Sellers must pay a daily selling fee of \$7.00 or pre-pay by April 1st an annual fee of \$140, which is a discount of \$14 over the entire season. In other words, sellers who pay in advance will essentially be getting two weeks free, plus can attend the fall and holiday markets for free.
9. All collected fees will be invested in marketing, publicity, advertising, signage and other activities that will directly promote the Farmers Market.
10. Spaces will be taken on a first-come basis. Each space will be adequate for a 10' x 10' tent.
11. **Part-time sellers** will inform the Market manager no later than Tuesday at noon each week whether they will be at the Thursday market that week, and what produce/goods they'll be selling. **Full-time sellers** will inform the market manager by noon on Tuesday if you **will not be** at the market that week.
12. The market will operate from 3:30 – 6:30pm on Thursdays. No selling spaces can be occupied before 2:30 pm.
13. Once the seller's vehicle is unloaded, and before the Market begins, the vehicle should be removed from the selling area.
14. Sellers should not move their vehicles in or out of the market area during times when such movement would pose a danger to people in the shopping area. Vendors may not leave before closing time. All exceptions are at the manager's discretion.
15. Each seller is responsible for cleaning up the area around his/her selling space.
16. Each seller must display a sign with the name of his/her farm or business.

17. Each seller is responsible for cleaning up the area around his/her selling space.
18. Prices must be posted for all items sold.
19. Products which can be sold include:
  - a. Any vegetable grown by the seller from seeds, sets, or seedlings.
  - b. Any fruits, nuts or berries grown by the seller from trees, bushes, or vines on the seller's farm.
  - c. Any plant grown by the seller from seed, seedling, transplant or cutting.
  - d. Bulbs propagated by the seller.
  - e. Eggs produced by the seller's poultry.
  - f. Honey produced by the seller's bees.
  - g. Fresh (not frozen) baked goods made by the seller. All baked goods must be wrapped.
  - h. Preserves, relishes, jams, jellies, etc., made by the seller. No "low-acid" canned foods such as green beans, corn, peas, carrots, etc. may be sold. High Acid or Acidified foods (pickles, tomato products, etc.) may be sold if the seller has passed the FDA certification course. A copy of their certification must be on file with the market manager.
  - i. Fresh cut or dried flowers grown by the seller.
  - j. Firewood cut by the seller.
  - k. Compost produced and bagged by the seller. No topsoil or un-bagged compost may be sold.
  - l. Fish, meat, and cheese from animals raised on the vendor's premises.
  - m. Fish caught within the state of North Carolina.
  - n. Freshly prepared food meant for immediate consumption.
  - o. Wine produced by vendor. Must provide copies of all state licenses to MSA.
20. All produce must be of top quality, to be determined by the Market manager.
21. All prepared food items, meat, fish, and cheese sold must meet local, state and federal health regulations including the inspection of the prepared foods seller's kitchens by NCDA health inspectors and labeling in compliance with the regulations. Sellers must have a copy of their inspection form on file with the market manager, as well as with them when selling at market. No water or ice that comes into contact with meat or fish may be deposited or allowed to drain onto the market premises.
22. All items sold as organic must meet the requirements of the National Organic Program. Sellers of organic items must have a copy of their certification on file with the Market manager as well as with them when selling at market. Only certified organic growers may display signs using the word organic.
23. No animals may be sold or given away at the market.
24. Non-farm crafts produced by the seller may be sold at the Market. All crafts must be approved by MSA management.
25. Vendors may sell books that they have originally written that relate directly to the actual product sold at the Market, or describing the work and life of the seller as it relates to their market activities. Photographs may be included that relate to the seller's life and work. All books must be approved by MSA management prior to sale.
26. MSA reserves the right to permit additional vendors and/or service providers to sell their products or provide their services at the Farmers Market.
27. An MSA representative will be on site as Market manager at each Market. A substitute manager may be designated by an MSA representative.



## Southern Village Farmers Market Guidelines for Non Farm Arts & Crafts

The following guidelines are set forth for the purpose of jurying *non-farm* crafts in order to determine whether the proposed craft is eligible to be sold at the Southern Village Farmers Market. All *non-farm* crafts must be juried by MSA prior to being sold at the market. Market Street Association at Southern Village (MSA) has the final determination as to whether or not a craft item can be displayed and sold.

Crafts, for the purpose of the Southern Village Farmers Market shall be determined to be: **an item which an observer of the craft can appreciate the technique and execution of the employment of manual/technical/visual skill in the craft's production.**

Non-farm crafts are produced from materials not grown or harvested by the crafts person.

Farm crafts are value added farm products produced predominately from materials grown or harvested by the crafts person. These crafts do not have to be juried by the Crafts Committee but do have to pass all other farm inspections.

Any new *non-farm* craft item proposed to be sold at The Farmers Market must be reviewed and accepted for sale by MSA management. The decision of MSA management will be final.

Members of the Market classed as farmers may sell non-farm crafts. These crafts must meet all guidelines contained herein, and be approved by MSA. To retain farmer classification, more than 50% of the vendor's display must be farm products, as determined by the Market manager.

### Specific Criteria

1. All crafts must be hand crafted or created by the vendor or a member of the vendor's farm or craft unit. Crafts must be the product of a home or cottage type industry using an intermediate type technology rather than an industrial type production. To be considered "hand crafted", the item must show evidence of manual skills obtainable only through a significant period of experience and dedication. Examples of unacceptable items would be, but not limited to: tracings of paint by number, ceramics or pottery from commercial molds, wood carvings using duplicating machines, kits in any form, and any other items which clearly do not reflect originality of design.
2. The value of purchased raw materials shall not exceed 30% of the selling price.
3. All crafts must be of excellent workmanship both in quality and design.
4. All crafts vendors must comply with and abide by all Rules used to govern the Southern Village Farmers Markets.
5. The Market manager has the discretion to immediately remove any craft item that he/she considers objectionable. Any decision by the Market manager will be considered to be official and final.



SOUTHERN VILLAGE FARMERS MARKET APPLICATION

Farm, Studio or Business Name \_\_\_\_\_

Names of owners (a farm unit is defined as one business) \_\_\_\_\_

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

Telephone Number (area code) \_\_\_\_\_

E-mail address \_\_\_\_\_

Address of production location (if different from above) \_\_\_\_\_

I am a member of one of the following organizations:

Carboro Farmers Market: YES \_\_\_\_\_ NO \_\_\_\_\_

South Estes Farmers Market: YES \_\_\_\_\_ NO \_\_\_\_\_

Orange County Artists Guild: YES \_\_\_\_\_ NO \_\_\_\_\_

Chatham Artists Guild: YES \_\_\_\_\_ NO \_\_\_\_\_

I have previously been a vendor at an event/market at Southern Village: YES \_\_\_\_\_ NO \_\_\_\_\_

If you are not accepted for the Market due to space considerations, would you like to be placed on the waiting list? YES \_\_\_\_\_ NO \_\_\_\_\_

How many weeks of the market do you plan to attend? Vendors planning to attend 20 or more weeks will be considered to be full-time; 19 weeks or fewer will be considered to be part-time vendors.

Product Categories

This is where you let us know what you intend to sell at Market. Please estimate, by category, the percentage of total sales each category represents (total to equal 100%.) For each category that applies to your sales, circle the general types of products that you intend to sell at Market and list individual products as well.

Category 1 Raw or minimally processed farm products: Estimated % of sales \_\_\_\_\_

Raw Vegetables and Fruits:

Eggs:

Honey & Related Products:

Herbs:

Bedding Plants:

Landscape Plants:

Cut flowers:

Other:

**Category 2 Processed Foods that require a NCDA (North Carolina Department of Agriculture) kitchen inspection: Estimated % of sales \_\_\_\_\_**

If ingredients used in the products below are harvested from your farm, please indicate which ones.

Baked goods:

Jams, Jellies, Preserves:

Vinegars:

Juices, Coffee, Tea:

In regard to the above mentioned product categories, please answer the following questions:

1. How long have you produced the items you want to sell?
2. In reviewing your application would you be willing to bring us a sample of your work?  
YES\_\_\_\_\_ NO\_\_\_\_\_
3. What makes your baked goods/prepared foods unique? Are they different from what is already being sold at the Southern Village Weaver Street Market?
4. Do you plan on using any local ingredients? If so, give us a few examples.
5. Have you ever worked in a professional kitchen? If so, list the last three places and position.
6. Would you have prepared food products throughout the season? If so, please list examples of items you might sell in the spring, summer, and fall, as applicable.

Baked Goods:

Jams, Jellies, Preserves:

Vinegars:

Juices, Coffee, Tea:

**Category 3 Products that require more stringent inspections, regulation, and usually refrigeration: Estimated % of sales \_\_\_\_\_**

Acidified foods like pickles and relishes (these require the FDA short course certification):

Cheese and other dairy products:

Meat (requires a meat handler's license obtained from NCDA Division of Meat and Poultry):

Fish: ??

**Category 4 Crafts: Estimated % of sales \_\_\_\_\_**

**Note:** If you are applying for craft vendor status you must also read the "Guidelines for Non Farm Crafts" (Attached.) All craft/artisan applications must include 4 photographs or slides showing a representation of the items to be sold.

**Farm Crafts:** produced predominately from materials grown or harvested by craft person

**Non-Farm Crafts:** made with products not grown or harvested by craft person

**New Vendor Background Information** Please use a separate sheet of paper if more space is needed. Please be as descriptive as possible when answering the below questions so that we can better understand your business and evaluate your application.

1. How long have you been farming or producing these products?
2. How much area do you have in production?
3. How do you currently market your products?
4. Do you sell at other Farmers Markets or other shows in the area? Which ones and for how long?
5. What percentage do the different types of markets comprise?
6. Have you ever been to the Thursday Farmers Market in Southern Village?
7. How does the Southern Village Farmers Markets fit into your marketing plans?
8. Do you produce or sell anything that you think would be unique to the Southern Village Farmers Market?
9. Do you have any marketing or special event ideas for the Southern Village Farmers Market? If yes, please elaborate.
10. In what ways do you contribute to the local farming community or promote local agriculture to the greater community?
11. Is there anything else you want us to know about your products, experiences, or plans? Do you have a business plan, planting schedule, equipment list, etc?
12. Would you consider having a CSA pickup at the Southern Village Market?
13. Do you have a farm stand at your farm? YES\_\_\_\_\_ NO\_\_\_\_\_
12. Do you buy and resell any products at other locations? YES\_\_\_\_\_ NO\_\_\_\_\_
14. How many weeks do you plan to sell at the Southern Village Farmers Market? *[NOTE: The 2011 operating dates are weekly on Thursdays May 5 through September 29. Additional specialty markets will be held on Thursday, October 20 and Sunday, December 3 (dates tentative.) All Thursday markets will be held from 3:30 to 6:30 pm and the Sunday market will be held from 1:30 to 4:30 pm.]*

On a separate piece of paper, please give directions to your farm or business from the nearest highway or major road, or draw a map. Include the exact address.

I acknowledge that I have been provided with a copy of the "Rules of the Southern Village Farmers Markets" and that I will abide by these rules. I also understand my participation in the Market will be terminated for any violation of the "Rules", by decision of the Market manager. I further agree to allow representatives of MSA management to make announced or un-announced visits to the premises where the products I intend to sell are produced.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

APPLICANTS: DO NOT WRITE BELOW THIS LINE

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Application received by \_\_\_\_\_ Date \_\_\_\_\_

Site visit made by \_\_\_\_\_ Date \_\_\_\_\_

Notification letter sent by \_\_\_\_\_ Date \_\_\_\_\_