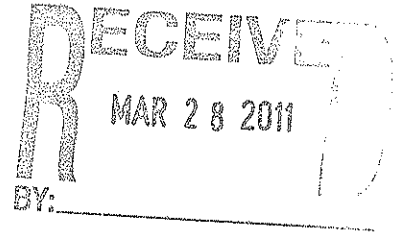


**PHOENIX HILL FARMERS' MARKET**  
**2011 VENDOR APPLICATION**



\_\_\_\_\_  
Vendor's Name

\_\_\_\_\_  
Name of Business

\_\_\_\_\_ Zip Code  
Mailing Address

\_\_\_\_\_ Fax Number  
Home/Business Telephone Numbers

\_\_\_\_\_ Email Address  
Home Address (if different from above)

List type of produce/products you expect to sell at the Market in 2011:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Have you been a vendor at the Phoenix Hill Farmers' Market before? \_\_\_\_yes \_\_\_\_no

Have you sold your products at other Farmers' Markets before? \_\_\_\_yes \_\_\_\_no

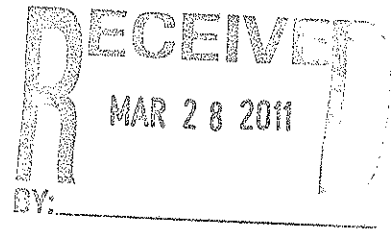
If yes, where and when?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Vendor Signature

\_\_\_\_\_  
Date

**Please mail signed Rules and Application**  
**to:**  
Phoenix Hill Neighborhood Association  
451 Baxter Ave.  
Louisville, KY 40204

**Or Email to:**  
[phoenixhillassociation@juno.com](mailto:phoenixhillassociation@juno.com)  
**Phone number:**  
(502) 583-7133



**PHOENIX HILL FARMERS' MARKET  
OPERATING GUIDELINES AND RULES**  
(As of January 31, 2011)

Read these rules and regulations carefully before signing below. Keep a copy for your records. Please return a signed copy with your vendor application. Please include copy of all required licenses for the selling of your product.

**I. Market Location, Day and Time**

- A. Location – The Bodega parking lot, 829 E. Market St., Louisville Kentucky
- B. Day/Time – Tuesdays, 3:00 p.m. – 6:30 p.m.
- C. Season – May 10 – October 25, 2011  
(Vendors may choose to continue through November, with no fees, and no Market Managers)

**II. Vendor Membership Fees and Information**

- A. Fees – There will be an initial \$75.00 annual fee for each Market space upon joining the market. A Market space is 1 ½ parking spaces. In addition, each vendor will pay a weekly fee of \$5.00 to be paid upon arriving at the market each Market Day. Daily fees will be assessed whether the vendor is present or not. Fees will primarily be used for advertising, market expenses, and for off-setting the cost of Felice Vineyards extra insurance costs, and wear and tear on the building for bathroom use.
- B. Membership – Membership is by Invitation Only. The Market reserves the right to refuse membership to any vendor.
  - i. Potential vendors will fill out an application. Applications will be approved by the Farmers' Market Steering Committee. As openings are available for vendors, the Steering Committee will invite vendors to join the Farmers' Market.
  - ii. Vendors must submit copies of all appropriate licenses to the Steering Committee with their application. Vendors must also have all appropriate licenses with them on each Market Day in case of Health Department inspection.
  - iii. Vendors are responsible for complying with all applicable state and local laws, regulations, and requirements.
  - iv. Vendors will be expected to read and sign the Market Rules
  - v. Vendors will be expected to attend at least two mandatory meetings, one at the beginning of the season and one at the end (the Steering Committee will set dates).

**III. Market Steering Committee/Market Manager**

- A. The Market Steering Committee will operate as the decision-making body for the Market.
  - i. The Steering Committee will be made up of 5 Members: 2 farmers/vendors, 1 representative of the Phoenix Hill Neighborhood Association, 1 representative of Felice Vineyards/East Downtown Business Association, and 1 Phoenix Hill neighborhood resident
  - ii. The Steering Committee terms for the farmers/vendors will be for two-years, with one representative rotating off each year, so that there is a "seasoned" farmer/vendor and a "new" farmer/vendor each year to provide some continuity in leadership and some fresh ideas.

- iii. The Steering Committee will serve from Annual Vendor meeting to Annual Vendor meeting, where the vendor representatives are chosen.
- B. A designated Market Manager will be present at each Farmers' Market to handle on-site business for the day. The Market Manager is there to help both the vendors and the buyers.

#### IV. Market Rules

##### A. Approved Products:

- i. All items sold at the Farmers' Market must be locally grown. Locally grown is defined as being produced in Kentucky or Southern Indiana (Bloomington and south). Vendors must grow all of the produce they sell. The only exception is that a Farmer may sell minimal products from another local farmer, with written permission from the other farmer, with signage labeling the product as such, and only with permission of the Farmers' Market Steering Committee.
- ii. No resale of produce or other products is allowed. No commercial produce is allowed.
- iii. Crafts, other than those made with flowers, plants and herbs grown by the seller, may not be sold.
- iv. Sellable items include: 1)fruit and vegetables, 2)eggs, 3)meat/cheese, 4)plants and cut flowers, and 5)baked goods, jams/jellies, and specialty items.
- v. Products not specifically listed in these rules must be approved by the Market Steering Committee.
- vi. The Steering Committee will attempt to keep the following percentages of vendors:
  - a. Fruit and vegetables (60%)
  - b. Eggs (10%)
  - c. Meat (10%)
  - d. Plants and cut flowers (10%)
  - e. Baked goods, jams and jellies (10%)

##### B. Market Etiquette

- i. The Steering Committee will assign spaces for the season. Spaces will be assigned with seniority, attendance at the market, the amount and kind of products, and the special needs of the vendor in mind.
- ii. Absences, without notice, may result in reassigned spaces or termination from the market. As a courtesy to the Market and customers, it is necessary that the vendor contact Bob at The Bodega (569-4100) or email Cindy at [phoenixhillassociation@juno.com](mailto:phoenixhillassociation@juno.com) to let them know if you will not be at the market.
- iii. Vendors are encouraged, but not expected, to sell pesticide-hormone-free food.
- iv. No spoiled produce will be offered for sale. Quality and freshness are two key selling points for the vendor.
- v. Vendors' vehicles must be in place by 2:30 p.m., and vendor must be set up and ready to sell when the market opens.
- vi. Vendors are not allowed to sell products before the set market time at 3:00 p.m.
- vii. Vendors are expected to stay until the market closes for the day.

- viii. Vendors set prices for their products and are expected to keep their prices close to retail. Prices must be displayed. If products are sold by the pound, the use of an approved scale is required. Attempts to intentionally undersell other producers will be reported to the Steering Committee. Vendors are encouraged to discuss and agree on pricing.
- ix. Vendors are responsible for having a sign with their farm/business's name and location.
- x. Vendors are responsible for their own garbage. Vendors should clean up their own selling space and take all garbage with them at the end of the day.
- xi. Respect one another's space and right to sell their products without intrusion.

C. Grievance Procedures

- i. The Steering Committee will be responsible for enforcement of the rules. Grievances for any market matter should be submitted in writing to the Market Manager or a member of the Steering Committee. The Steering Committee will respond to the grievance within one week (or next market day).
- ii. Any vendor not in compliance with the regulations of the Phoenix Hill Farmers' Market will be issued the following:
  - a. First Offense – A warning of non-compliance
  - b. Second Offense – A request to vacate the premises
  - c. Third Offense – Banning from selling at the market for one year

V. **Other information**

- A. Limited spaces with electrical outlet access are available for vendors' use. These will be assigned by the Steering committee based on seniority and need, with a daily fee determined by use. The fee will be paid to The Bodega, not to the Farmers' Market.
- B. The Market Steering Committee members, officers and managers are not responsible for accidents occurring on the premises. The vendor will not hold the Market responsible or liable for any damage or loss incurred at the market.
- C. The Steering Committee will review rules and regulations annually to make any necessary revisions. This body also has the right to make any necessary changes in the market operations and rules at any time during the year.
- D. The Market reserves the right to inspect or spot-visit any farm or establishment as necessary throughout the season. Visits will be made only with a farm representative present, unless otherwise permitted.

**I have read and understand these Operating Guidelines and Rules, and I agree to abide by them.**

\_\_\_\_\_  
Vendor's signature

\_\_\_\_\_  
Date

