

# SFAM Serenbe Farmers and Artists Market

8457 Atlanta Newnan Road, Palmetto, GA 30268  
770-463-9319 \* market@serenbe.com

**Thank you for your interest in becoming a part of our growing market. In our fifth year, we look forward to a great season ahead.**

## **STEPS TO BECOMING A VENDOR AT THE SERENBE FARMERS AND ARTISTS MARKET:**

1. First, read over the rules and regulations to make sure that you will be a good fit for our market.
2. Second, fill out this application and either email or snail mail to Paige Witherington (address listed above).
3. Upon receipt of application, we will either approve or email you with more questions.
4. After approval, please remit payment for the full year or monthly rate if you wish to take advantage of the discounts. Otherwise, let us know when you plan on attending your first market.

## 2010 Serenbe Farmers and Artists Market Rules and Regulations

### **ARTICLE I: Mission Statement**

We operate to improve the production and marketing of local agricultural and artisan products and to stimulate public interest and education through local food and art.

### **ARTICLE II: Operation for 2010**

- Dates: The 2010 Serenbe Farmers & Artists Market is held each Saturday from May 8<sup>th</sup> to October 30<sup>th</sup> from 9 am to 12 pm.
- Location: The market is held at the village green of the Serenbe community (found on Selborne Lane), between the Blue Eyed Daisy Bakeshop and the Hil Restaurant. Refer to the link below for a map to and of the Serenbe community.
- Map to Serenbe community:  
<http://www.serenbecommunity.com/docs/serenbemap.pdf>

### **ARTICLE III: Membership**

To become a member of the SFAM, one must:

- a) Fill out a membership application.
- b) Receive notification from the SFAM manager that the application has been accepted.
- c) Be in good standing with dues.

### **ARTICLE IV: What Can Be Sold**

- a) Raw agricultural products, including live plants.
- b) Vegetables, flowers, herbs, and fruits that are either certified organic or certified naturally grown by a USDA-approved certifier.
- c) Value-added products such as dried produce, jams, sauces, pastas, meats, eggs, cheeses and honey.
- d) Note: All vendors selling edible goods are responsible for obtaining necessary certifications and licenses required by the Department of Agriculture.

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- e) Arts and crafts that meet standards set by a jury.
- f) Contact the market manager for questions about any items not mentioned above.

## **ARTICLE V: Fees & Reservations**

- a) The weekly vendor fee for one table is \$15 per week; \$55/month; or \$300 for entire season of markets.
- b) Those interested in operating two booth areas may do so as long as availability allows and fees are paid for each space.
- c) It is the vendor's responsibility to submit his or her fee to the market manager by 10 am each week. If the vendor fails to pay for a given week, future reservations cannot be granted until the market fee is paid.
- d) Vendors are responsible for collecting sales tax if applicable.
- e) The four permanent market booths will be reserved by the following priority (as it is important for us for all four of these booths to be filled each week):
  - a. Vendors committed for the whole market season and seniority with the market
  - b. Vendors committed for the whole market season
  - c. Vendors committed for a majority of the season with selected dates for use of the sheds

## **ARTILCE VI: Booth Setup & Parking**

- a) Each booth is 10 feet wide and 10 feet deep. Vendors must stay in their allotted spaces.
- b) Vendors must provide their own table, tent, scales (if applicable), packaging materials, change, and anything else needed to conduct business.
- c) To make reservations, please contact the market manager to request specific weeks.
- d) Reservations are not needed, but all vendors that wish to attend the market must fill out an application. Also, those that reserve their spots will be ensured the best locations.
- e) If vendors wish to be insured, they must provide their own coverage.
- f) Vendors must be at market by 8:45 am to ensure a spot.
- g) Booths must be set up and ready to operate by 9 am. The SFAM closes at 12pm but you are permitted to stay longer if you wish.
- h) After loading and setting up before market, vendors must park in the lot behind the market area to allow accessible parking for shoppers.

## **ARTICLE VII: Advertising & Marketing**

- a) The manager, Serenbe Farms, and the Serenbe community promote the SFAM through regular email blasts, mailings, newspaper articles, and pitches to the media.
- b) Each week will highlight a special event. The themes for events this year will be: food, garden/farm, music, and art.
- c) A calendar will be published prior to the spring, summer, and fall markets. This calendar will be sent to each vendor to share with frequent customers.
- d) We will communicate with vendors monthly by email to highlight upcoming events or any special details about the farmers markets.
- e) A Facebook group and other social media tools will be used to link vendors, customers and friends of the market. Become a Facebook fan of our market

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here: <http://www.facebook.com/#!/pages/Palmetto-GA/Serenbe-Farmers-and-Artists-Market/266734876433?ref=ts>

## **ARTICLE VIII: Enforcement of Rules**

The Serenbe Market Board enforces the above stated rules and actively enforces them. Failure to comply with any of the rules in this document will result in immediate action.

## **ARTICLE IX: Other Rules & Guidelines for Producers and Artisans**

- a) All sellers must be paid and in good standing of the Serenbe Market board.
- b) All growers must have required Georgia Department of Agriculture certifications and applicable licenses.
- c) All growers of vegetables, flowers, herbs, and fruits must be either certified organic by a USDA approved governing body or certified naturally grown.
- d) Bagged goods must be left open according to Georgia Department of Agriculture rules.
- e) Market members must produce all food products and arts and crafts.
- f) Members' farms will possibly be visited to assure that all items sold are locally grown by the seller and are of the highest quality.
- g) Prices must be clearly posted for all items sold.
- h) 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 posted within your market booth. Only certified organic growers may display signs using the word organic.

## **ARTICLE X: Additional involvement from vendors (2010)**

We like to think of ourselves as a community of vendors. By working together to promote the market, we achieve much greater results. Here are some ideas of how we can continue to work together and create an even more exciting and successful market environment.

- a) Offer suggestions to the market manager about events to be held each week or offer to host a weekly demonstration (ex. Jewelry making; bacon tasting; information about raising bees for honey).
- b) Help one another when loading and unloading goods.
- c) Get to know one-another. We'll try to hold two meeting/gatherings during the market season that will be scheduled after farmers markets.
- d) Help promote the market by sending information out to your email lists and posting fliers about our events and your attendance.
- e) Help discover new vendors to increase our diversity of products sold.
- f) Lastly, patronize us as we develop a portion of web space for our farmers market. We may be asking questions of you as vendors and asking for submittal of info and photos about your business.

Read on for application →

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## Serenbe Farmers & Artists Market 2010 FARMER & MERCHANT APPLICATION FORM

### ***I. GENERAL INFORMATION***

Farm or Business Name: \_\_\_\_\_

Owner Name: \_\_\_\_\_

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

Address of Farm or Product Location if different than above:  
\_\_\_\_\_

Telephone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email address: \_\_\_\_\_ Website: \_\_\_\_\_

Type of operation:

- farm                                       art                                       other:  
 value added/processed goods       crafts

### ***II. Farmers Only--DETAILS OF OPERATION***

Briefly list and describe the products you plan to sell at market. Please highlight or circle the items that make up the majority of your sales.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Have you ever attended a market at Serenbe?     yes     no

Farmers, are you certified organic or certified naturally grown? Please describe your growing practices.

\_\_\_\_\_

Please send a copy of you your Certified Organic or Naturally Grown certificate.

How long have you been farming? \_\_\_\_\_

How much area do you have in production? \_\_\_\_\_

How do you currently market your products?

\_\_\_\_\_

Do you sell at other farmers markets in the area? Which ones and for how long have you been a part of these markets?

\_\_\_\_\_

\_\_\_\_\_

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At what time of year will you sell your products? Will you not be able to sell at any part of the season?

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### **III. Other Merchants (non-farmers) Only--DETAILS OF OPERATION**

Briefly list and describe the products you plan to sell at market. Please highlight or circle the items that make up the majority of your sales.

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Have you ever attended a market at Serenbe?     yes     no

Do you produce all the art/crafts that you'll sell at market? \_\_\_\_\_

If not, please describe what other products you wish to sell and tell us your relationship to the creator of the work.

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How do you currently market your products?

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Please describe your work, style and purpose.

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Please attach or email photos of your work.

### **IV. VENDOR FEES**

We offer a graduated fee structure with discounts if you commit in advance to paying for a full season or month of market attendance.

- 1 Market, **\$15 \*to be paid at market each week**
- 1 Month; 4 markets, **\$55 \*to be paid in advance**
- Full year (26 markets)--**\$300 \*to be paid in advance**

*Sign or type below to confirm your application and that you have read and agree to the SFAM bylaws.*

**SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

**PRINTED NAME** \_\_\_\_\_