

SFAM Serenbe Farmers and Artists Market

8457 Atlanta Newnan Road, Palmetto, GA 30268
market@serenbe.com

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

2012 Serenbe Farmers and Artists Market Rules

VENDOR FEES

- 1 Market, **\$15 *to be paid at market each week (by 10 am)**
- 1 Month; 4 markets, \$55 *to be paid in advance
- Full year (26 markets), \$300 *to be paid in advance

MARKET HOURS/LOCATION/CONTACT

- Saturdays from May 5th to October 27th from 9 am to 12 pm.
- Location: The market is held at the village green of the Serenbe community (found on Selborne Lane), across from 9110 Selborne Lane.
- Directions to Serenbe: <http://www.serenbecommunity.com/directions>
- Please direct any questions, comments, or suggestions to Paige at market@serenbe.com.

WHAT YOU HAVE TO DO TO BECOME A VENDOR

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

WHAT YOU CAN SELL

Food (raw or prepared), plants, art, crafts – that you create.

- a) Vegetables, flowers, herbs, and fruits must be certified naturally grown or certified organic.
- b) Vendors selling edibles must have proper USDA certifications or licenses.
- c) This is a producer only market. We do not allow resale of any product.

DETAILS/RULES

- a) Vendor spaces are 10 ft x 10 ft
- b) **Vendors must be at market by 8:45 am to be ensured a spot.**
- c) 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.
- d) **Submit your weekly booth rental fee to the market manager by 10 am each week (at the Serenbe Farms booth).**
- e) **After loading and setting up before market, vendors must park in the lot behind the market area to allow accessible parking for shoppers.**
- f) 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
- g) You must provide your own table, tent, packaging materials, change, and anything else needed to conduct business.

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- h) All vendors that wish to attend the market must fill out an application. Once you are accepted, reservations are not needed, however, if you let us know you are coming, we'll ensure you a choice spot.
- i) If you wish to be insured, you must provide your own coverage. Serenbe Farmers and Artists Market is not responsible or liable for vendors or vendors' products.

ADVERTISING AND MARKETING

- a) The manager, Serenbe Farms, and the Serenbe community promote the SFAM through regular email blasts, mailings, and pitches to the media.
- b) Each week will highlight a special event.
- c) Three seasonal calendars will be published prior to the spring, summer, and fall markets.
- d) We will communicate with vendors periodically 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 here: <http://www.facebook.com/#!/pages/Palmetto-GA/Serenbe-Farmers-and-Artists-Market/266734876433?ref=ts>
- f) If you or someone you know may be interested in entertaining at our market, please let us know. We're always looking for a variety of entertainment, from music to cooking demonstrations.