



Ozark Farmers Market
at Finley Farms

OFM ARTISANS MARKET
VENDOR APPLICATION 2022

First Thursdays, June- September, 3:00-7:00 pm at 844 Finley Farms Lane, Ozark, Missouri

Vendor Name	
Business Name	
Mailing Address	
Email	
Cell Phone Contact(s)	

I have reviewed the 2022 OFM ARTISANS MARKET at Finley Farms Rules & Regulations and agree to abide by all requirements.

Signature _____ Date _____

Please provide information about your business:

- 1. How long have you produced products for sale?*
- 2. Where do you currently sell your products (other farmers markets or retail stores)?*
- 3. Have you previously participated in farmers markets, and if yes, which markets?*
- 4. When do you estimate having product available for sale at market?*
- 5. How many Artisans Markets will you plan/anticipate/commit to attending this season?*
- 6. Do you currently market your business through social media, advertising, or other forms of outreach?*

OFM GENERAL RULES & REGULATIONS

I. General Management:

1. **Hours of Operation** are from Thursdays, 3:00-7:00 pm, 19 May through 29 September.
2. **Fees** for full season are \$250, plus 3% daily sales (PODS) with a minimum of \$3.00 PODS/market; Daily-only (non-seasonal) vendor fees are \$35/market.
3. Early-bird vending is permitted no earlier than 2:45 pm.
4. Market Day Manager has authority over all market day operations including set-up, vendor location assignments, and customer services (information dissemination, token sales, etc.).
5. Market Day Manager will instruct vendors where to park trailers and vehicles.
6. Board of Directors is tasked with and authorized to address disputes or any adverse situations concerning market management, customer complaints, or vendor interactions; the Board claims authority to make determinations in conflict resolutions.
7. Non-food vendors will be limited to no more than 20% of total active vendors.
8. All vendors are subject to periodic site or farm inspection as determined by Board of Directors Rules & Regulations Committee.

II. Vendor Categories: Multiple categories must have Board approval.

1. **100% FARMER:**
 - a. Must be responsible for planting and harvesting products sold, regardless of land ownership. This category includes any processed food items grown solely by the vendor.
2. **SUPPLEMENTED FARMER:**
 - a. Vendor must produce at least 80% of their own crops but supplements produce or plant products with those grown by other farmers within 150-mile radius.
 - b. This category requires prior approval of each product by Board of Directors. Approval may be weighted by these criteria:
 - i. Locality of source or local availability
 - ii. Customer demand
 - iii. Expected impact on other vendors
 - iv. Other criteria considered under Board's discretion
 - c. Supplemented product must be documented with copies of receipts that illustrate origin.
 - d. Supplemented product also must be declared by signage that indicates product origin.
3. **VALUE ADDED (Baked Goods and Process Foods):**
 - a. Includes foods exclusively made and packaged by vendor.
 - i. See Branded Products below in III.9
 - b. Products may be made in home kitchens with proper labeling declaring such.
 - c. Labeling must include a complete list of ingredients.
 - d. Value-Added vendors must comply with applicable state and Christian County Health Department Regulations and copies of licenses provided: note County Health requirements for salsas and acidified products.

4. **ARTISAN or CRAFTER: No more than 20% of total members allowed except at Special Events.**
 - a. Vendor must be the maker of non-food items.
 - b. Approval will be based on quality and originality, as well as space availability (see above with regard to 20% cap).
 - c. Clothing items should include fabric content and care instructions.
 - d. Jewelry should list all metals and other objects used in creation of items.
 - e. Vendor may be asked to demonstrate technique in construction of products.

5. **CONCESSIONER:**
 - a. Vendor produces Ready-to-Eat food items.
 - b. Approval will be based on uniqueness, quality, and market value.

6. **100% RETAILER (Re-seller):** No more than 3 total allowed.
 - a. Vendor sells products they did not produce and that is *not produced by fellow vendors*.
 - b. Approval will be gauged by how product complements the market overall.
 - c. Retailer/re-seller is not subject to supplementation fees.

III. Allowable Items for Sale:

1. All vendor applications must receive Board approval. Welcomed at market upon approval include specialty crops such as cut and dried flowers, plants, nuts, value-added products as defined above; honey, meats, eggs, and dairy products.
2. Morels may be sold while in available within 150-mile radius. Sellers are required to obtain a letter from mycology expert verifying the qualifications of vendor to safely identify edible species of wild mushrooms.
3. No sales of live animals.
4. Labeling claiming certified “Naturally Grown,” Certified Humane,” “Organic,” or “Certified Organic” must be verified by Board.
5. Plant vendors must possess plants at least 4 weeks prior to selling at OFM.
6. Seeds must meet all state licensing and permitting requirements.
7. Minimum amount of time bison or beef are raised on producers’ farm shall not be less than 6 months. Beef and bison that are to be sold shall be purchased at weaning age, unless produced from animals bred at said producer’s farm.
8. Minimum amount of time a pork producer raises the end product on their farm shall be 4 months. Producer shall purchase the animal by 8 weeks of age, unless produced from animals bred at said producer’s farm.
9. Vendor branded products should not make up more than 15% of overall sales. Branded products are those not produced by the vendor but are labeled under vendor’s moniker.
10. Complementary items must enhance the salability of products normally offered by vendor and may only be sold with the items they complement, as a set (i.e.: honey-stirrers with a jar of honey, or apple corers with fresh apples, etc.)
 - a. Complementary items must obtain Board approval.
 - b. Unless otherwise approved, daily complementary items may not exceed 15% of daily sales.

IV. Vendor Matters:

1. Vendors are responsible for their sales tax reporting. OFM does not report vendors’ sales to outside entities.
2. Copies of all required (state or county) licenses or permits must be provided to OFM.

3. Vendors provide gross sales numbers and pay 3% of daily sales at Market HUB in envelope provided no later than 7:15 pm.
4. Sales numbers are only used for gauging overall market vitality and sales trends.
5. Concerns or complaints of any kind may be presented to Board Liaison or any OFM Board member.
6. Vendors' vehicles and trailers (unless used for vending) must be parked in designated vendor parking.
 - a. Vendors with Handicap Access placards or license tags may utilize customer parking.
7. Vendors may display at their booth signage (banners, posters, etc.) identifying their farm or business.
 - a. Banners, signs, and displays must not be placed in customer pathway.
 - b. No signage permitted outside vendor's booth area (along drives or highway).
8. Prices for all products must be clearly displayed.
9. Scales must meet State regulations.
10. Approved Supplementation must be declared with signage and clearly visible. Supplemented product may be no more than 20% of total product offered.
11. Vendors should set their prices in keeping with customer expectations and satisfaction, taking into consideration other vendors with similar products (i.e., *prices should not be so severely discounted as to undercut fellow vendors.*)
12. Vendors must take full responsibility to find satisfactory resolutions with regard to customer complaints concerning product defect or quality since such complaints may impact the reputations of OFM as a whole.
 - a. Vendors should strive to establish positive and courteous relations with all customers, as each vendor also represents OFM as a whole.
13. Booths should be kept tidy and clean. Vendors are responsible for their own trash during and after market in provided garbage receptacles.
14. Smoking is not permitted in or around any vendors' booths.
15. Vendors who use electricity for freezers, fans, or small refrigerators will not be charged this season.
 - a. Extension cords must be adequate in length (recommended minimum 40') and voltage (3-prong commercial). Work with Day Manager to determine needs.
16. Vendors should please refrain from disruptive or derogatory discourse with regard to fellow vendors and/or customers. Please maintain kindness and respect for all.
17. Vendors should strive to display their products in the most creative and attractive means possible. Table coverings are required as a minimum means to this end.
18. White tents (10X10') are required for all outside vendors with the exception of food trucks.
 - a. 25# weights for each leg are required for safety of vendors and customers.
 - b. Please do not use slant leg tents as they are less durable and interfere with tent alignments.
19. Keep Market management apprised of your attendance schedule and what you'll be bringing, by notifying us no later than **NOON Wednesday** at OFMvendors@gmail.com or 417.848.5618.

V. Special Events:

1. The market may host special events approved by the Board of Directors to enhance customer involvement and general promotion of market.
2. Non-member vendors may be approved by Board to participate for the Daily Fee of \$35.
3. Non-profits may be approved by Board to participate and, may or may not be charged the Daily Fee.

OFM MARKET DAY GUIDELINES

1. Vendors must communicate their plans to attend each Market no later than NOON Wednesday. Email at OFMvendors@gmail.com, call or text 417.848.5618.
 - a. If you plan to attend regularly then communicate this with management for approval.
2. Set-up is no earlier than 1:00 pm. Vendors may be assigned a specific times to arrive.
 - a. Market times are 3:00-7:00 pm, May through September.
 - b. Vehicles not used to vend must be removed from Market area, no later than 2:30 pm.
 - c. Vendors must be set up and ready to sell no later than 2:45 pm.
 - d. Vendors may begin selling to early-bird customers NO EARLIER than 2:45 pm.
3. Unload your set-up then move your vehicle to Vendor Parking area. The Customer Parking area is reserved for your customers.
 - a. If your vehicle or trailer is required for your vending operation, you must make prior arrangements with the Market.
4. PODS (3% of daily sales with a \$3 minimum) should be paid at Market HUB no later than 7:15 pm. Envelopes are provided to each vendor. Be sure to fill out the reporting slip located inside envelope.
 - a. We have two types of Tokens: \$5 CASH tokens which work just like cash, with change given to customer; \$1 SNAP/eat, please do not provide change back to customer.
 - b. Tokens turned in for reimbursement must be noted on PODS slip—Cash Tokens and/or SNAP Tokens. You must also Sign the Request for Reimbursement sheet at the HUB.
 - c. If possible, please hold tokens for reimbursement until you have a minimum of \$10.
 - d. DO NOT accept tokens from other farmers markets, such as metal tokens from Farmers Market of the Ozarks (FMO) or Greater Springfield FM, we cannot reimburse you for those tokens. OFM's tokens are made of wood and clearly marked OZARK FARMERS MARKET.
 - e. DO NOT accept vouchers from Senior Farmers Market Nutrition *unless you have been certified* by State Dept. of Agriculture. You will not be reimbursed by OFM for these vouchers. Please provide documentation to Market Manager, or include with application, so we can inform customers.
5. If you use electricity, you'll need to have a 3-prong cord with a minimum length of 40 feet.
6. Generators will not be permitted in Market Shed or Tents.
 - a. Food Trucks will utilize electrical connections and avoid use of generators except in prep or in event of power failure.
7. Prices must be displayed for each sale item/category.
8. Display tables must have full length table coverings adequate to hide items stored beneath and to make displays neat, lively, and colorful.
9. Supplementation vendors (must be pre-approved) must clearly display signs claiming source and location of supplemented products.
10. At end of day the market site must be clean and cleared of trash using the bins provided.
11. Complaints or concerns not addressed through the Day Manager may be filed with OFM President, EJ McKenna, at ejm2@aol.com; or with Treasurer, Katherine Dowdy, via email OzarkFarmersMarket@gmail.com.