



Columbia Heights Community Marketplace
1380 Monroe St. NW #605, Washington, D.C. 20010
Info(at)CHFestivus.org
WWW.CHFESTIVUS.ORG

2011 Columbia Heights Community Marketplace Application Package

I. Overall Objective

The Columbia Heights Community Marketplace (CHCM or Marketplace) broadens and deepens cultural, economic and social development in Columbia Heights. The farmers market is one component of Marketplace offerings that give other small farmers, artisans, crafts people, entertainers, cooks and bakers from the Chesapeake Bay region the chance to market their products in Columbia Heights.

The Marketplace hopes that farmers and food producers will help us to engage youth in learning about sustainable, local agriculture and local economies. This could lead to opportunities for youth to intern with the nearby farms, bakeries and processors supplying the Marketplace. In addition, they could gain entrepreneurial and small business skills and training by working with vendors at the market and the local businesses and organizations associated with it. The sustainable farming and gardening, marketing, business planning and job skills offered would serve youth in the years ahead.

II. Overview, Regulations and Requirements of the Farmers Market Component of the Columbia Heights Community Marketplace

A. Schedule

The Marketplace will operate from 9 a.m. to 2 p.m. every Saturday from May 7 through December 17, 2011. Shortened winter (November and December) hours will be announced in September.

B. Fees

The one-time, non-refundable application fee is \$1 per square foot, regardless of whether the space is under canopy(ies). So, if a vendor wants to operate under a 10' by 10' canopy, the application fee would be \$100. **The application and fee must be submitted by June 7, 2011.** The Marketplace will cash the checks of vendors accepted into the Marketplace and either void or return checks to those vendors not accepted.

The weekly fees for this 33-week-long market are **5 percent** of the previous week's sales, capped at \$2,000; this means that vendors pay nothing beyond the first \$2,000 in sales. Growers and producers with \$600 or less in sales during a market pay \$30. Fees are charged monthly, meaning that vendors report a month's worth of sales figures and pay the fee at the first market of the subsequent month. Food vendors agree to open their Marketplace sales figures to inspection by CHCM management.

C. Washington, DC Region

The Columbia Heights Community Marketplace believes in the importance of food being grown, raised and produced near to where it's marketed as a key part of culturally, economically and environmentally sustainable agriculture. With this in mind, we are seeking vendors who come from a radius of no more than 150 miles from Washington, DC. Applications from prospective vendors who grow, raise or



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produce food beyond that distance will be considered on a case-by-case basis. However, in ***no*** case will producers from beyond a 200-mile radius of Washington, DC be permitted to sell at the Marketplace.

D. Only Growers and Producers

Only farmers who grow or raise the food they sell and producers who make their own goods, such as bread, cheese and preserves, may participate in the Columbia Heights Community Marketplace. Farmers and producers are prohibited from ***reselling*** agricultural products that were grown or made by others.

If vegetable and fruit growers foresee the possibility of a crop failure or other production problems, they should advise the Marketplace Executive Director about it early in the season and then, if such failure happens, ask the Director for permission to bring someone else's produce. Preferably, such produce should come from a neighbor/nearby grower, and under no circumstances may it originate from beyond a 150-mile radius of Washington, DC. Upon bringing such produce to the Marketplace, the vendor must prominently display signs telling consumers about its origins.

We ask that vegetable, fruit, herb and flower growers decide early on what they want to grow/raise for sale at the Marketplace.

Selling produce or products purchased from or provided by another producer, wholesaler, retailer or market, without communicating with Marketplace management about it, as discussed previously, is prohibited. Those who violate this rule will receive a verbal and written warning and face possible suspension from the Marketplace the following weekend. A second violation will result in the grower being prohibited from selling at the Marketplace and in forfeiture of fees paid. All items to be sold must be listed in the application package.

This policy will be discussed at the pre-market vendor meeting to be held the first or second week of April. Applicants should note in the application their availability for this meeting.

The Marketplace takes this position because we believe that people go to a farmers market to partake of food grown by farmers with whom they can see and interact, not food that is being resold.

E. Producer-only Violations

Complaints of a suspected violation of the producer-only rule must be submitted in writing to Marketplace management; the identity of the person complaining shall be kept confidential. Management then will notify the subject of the complaint in writing and confer with other vendors, if necessary, to determine what level of investigation is necessary, including a site visit. Producers who refuse to cooperate with a site visit will be expelled.

Vendors should make a good faith attempt to resolve any dispute through the process outlined here before resorting to any litigation.



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F. Farm Visits and Inspections

All Marketplace vendor farms or facilities are subject to annual farm or business visits and inspections. Representatives of the market management may inspect – with or without notice – any vendor’s operation during normal business hours Monday-Friday between 8 a.m. and 6 p.m. one or more times during the season to verify compliance with the producer-only requirement.

Producers must provide any help necessary to thoroughly document the establishment or property being inspected and the products brought to market and/or listed in the annual application. Failure to permit a farm visit or inspection may result in suspension from the Marketplace. Identification of crops and directions to the farm and other establishments must be submitted with the application.

G. Allowable Business Structures

The operations of producers may take the form of sole proprietorship, partnership or corporation. It must include family members and employees who help to produce and market the farm products.

Those who lease property to grow, raise or produce food and fauna to be sold at the Marketplace must include a copy of the signed lease agreement(s) with the application. They also must submit a crop plan and farm map for the leased property and be willing to provide, upon request, receipts for planting or labor on the leased property.

Regional cooperatives of producers within the 150-mile radius of Washington, DC are allowed to sell their members’ produce at the Marketplace.

H. Insurance

All Marketplace farmers and producers must carry insurance for general liability and property damage, including product liability coverage, in an amount no less than **\$300,000**. The policy shall name **Columbia Heights Community Marketplace**, its successor(s), assign(s) and any other related entities, if determined to be necessary, as additional insureds, and shall also maintain all other coverage as required by law. Food vendors accepted into the Marketplace must send (via U.S. mail or e-mail) a copy of their Certificate of Insurance along with their complete application and application fee by **June 3, 2011**.

Those who process meat products for farmers and growers who sell them at the Market must carry insurance for general liability and product liability of no less than \$300,000. If the Meat Processor is providing insurance coverage for these growers, a copy of the policy naming them must be provided with application payment.

I. Farmers Market Nutrition Program (WIC and Senior Benefits)

The Columbia Heights neighborhood of northwest Washington, D.C. is the most densely populated area of the city. Its residents range from longtime wealthy residents to middle and upper middle class newcomers to residents who struggle financially to make ends meet. Despite these wealth and income differences, residents across the cultural, socioeconomic and racial spectrum care about their food, how



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it's produced and its origins. They have long wanted – and voiced support for – a neighborhood farmers market featuring a diversity of farmers and foods.

The Marketplace wants beneficiaries of the Women, Infants and Children (WIC) and the Seniors (SFMNP) programs of the Farmers Market Nutrition Program to be able to shop for fruits and vegetables. But to make this a reality, producers of fresh fruits and vegetables **ONLY** (meats, dairy products, herbs, non-food flowers and plants, and canned and bottled foods may not be purchased using WIC or Senior benefits) who are new to a farmers market in DC must obtain WIC and SFMNP authorization each season.

NOTE: Our three 2010 produce growers DO NOT have to attend this training because they participated last year. However, were one or more of those produce growers not to return for the 2011 season, then any new producer at the Marketplace would have to attend the training. The free training dates for 2011 WIC certification are Wednesday, March 9 and Wednesday April 6 from 10 a.m. to 1 p.m. at the Maryland WIC Training Annex at 9001 Edmonston Road in Greenbelt, Maryland.

Please direct specific, technical questions about the Farmers Market Nutrition Program, which includes WIC and senior benefits, to Ms. Sabrina Lewis at Sabrina.Lewis@dc.gov or 202.442.9367.

J. Food Stamps (SNAP/EBT)

The Marketplace has a wireless machine to process Food Stamp (SNAP/EBT) purchases. Marketplace staff operates the machine by swiping a customer's card in exchange for colored plastic tokens (valued at \$1 each) that can be spent on any type of **food** (no flowers) sold at the Marketplace. Vendors wishing to participate in the Marketplace must agree to accept tokens as a form of payment. We will reimburse vendors for SNAP purchases monthly, or more frequently if such sales exceed \$100 in one weekend.

Please direct questions about Marketplace policy regarding Food Stamps to Robert Schubert, CHCM Executive Director, at **RSchubert(at)CHFestivus.org** or on his cell phone at 202.487.6493.

K. Festibucks

As we did in 2010, the Marketplace plans to offer Festibucks to recipients of federal food benefits. Festibucks are subsidized tokens that allow WIC and SNAP recipients to double the value of their coupons, up to \$10. Each Festibuck carries a value of \$1 and may be used to purchase any **food** (not flowers or plants) at the Marketplace. The reimbursements for Festibucks redemptions, as with Food Stamps, will be on a monthly basis or more frequently (bi-monthly) for amounts exceeding \$100 a weekend.

L. Hours for Set-up and Take-down

Producers may park and unload as early as two hours prior to the opening of the market, but **no later than 15 minutes** prior to opening. Any exceptions will be up to the Executive Director. Producers who wish to depart before the market closes must first notify the Director for approval.



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Producers may not sell in an organized manner before the market opens. However, vendors may sell to the occasional passerby after 8:30 a.m. At the close of market, all producers must begin packing up to leave the market site when closing is signaled, but may continue to sell as they load. Vendors must leave the Marketplace area no later than 3 p.m.

M. Bad Weather

Marketplace closure because of inclement weather is up to the discretion of the Director.

N. Vendor Attendance

Vendors are allowed to miss seven of the Marketplace's 33 Saturdays without penalty.

Those not able to attend a market (or who are going to arrive late) should call Robert Schubert, Marketplace Executive Director, at 202.487.6493 ASAP, preferably at least 24 hours in advance.

O. Farmstand Signage, Cleanliness and Appearance

Before the market opens, vendors must post prices for all items and, for those selling fruits and vegetables, WIC/SFMNP signage.

Vendors must have enough tables so that the majority (75 percent) of their food is up, off of the ground and at waist height for the average person. We suggest, but do not require, that producers put cloths over their tables. Flowers may be placed in buckets on the ground. Bushel baskets of tree fruit and root crops (e.g., potatoes and large squashes) may be presented atop crates.

Tables and other fixtures should be in good repair, and products should be of high quality. Fixtures and products that do not meet these quality criteria may be removed at the Director's discretion.

All vendors must bring a broom and dustpan to keep the area around their vending space clean. Vendors should take food waste and trimmings, cardboard and wooden crates back to their farms for composting, disposal or storage. They should deposit non-food trash in the containers that ring the Marketplace site.

P. Food Sampling

Food samples must be prepared behind the producer's stand and presented in a professional, safe and sanitary manner, according to the health code and the direction of management. Vendors must provide trash receptacles for the disposal of any sampling materials such as cups, spoons or toothpicks. Please do not sample food off of cardboard boxes or the top of a table. Instead, use plates or a cutting board.

Q. Canopies

All stall covers must be sufficiently and safely secured to the ground by a 40-pound weight on each corner of the 10' by 10' canopy from the moment the canopy is erected at the start of the market day, until it is taken down at the end of the market. Canopy covers should be secured so that weights and tether lines are visible and do not cause hazards such as tripping.



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If canopies are inadequately secured, Marketplace management may ask that they be taken down.

Important Note: Marketplace management reserves the right to require that vendors use canopies that it supplies. If management were able to acquire these canopies, vendors would be asked to hang their farm identification signs/photos directly below the Columbia Heights Community Marketplace insignia.

R. Scales

Scales must be registered as legal for trade and meet local and/or state regulations for commercial scales. Scales must be placed so that they are clearly visible and readable to customers at all times.

S. Sales Tax

Farmers/growers or producers selling non-edible products, such as flowers, plants, wreaths or other items that are subject to sales tax, should comply with local and state tax regulations. Farmers/growers and producers must provide their sales tax identification number and a copy of their sales tax card.

T. Gleaning

Vendors are encouraged, but not required, to participate in the Marketplace's gleaning program in which the non-profit organizations Miriam's Kitchen and Thrive DC will collect donations of fresh, usable produce or other foods.

U. Bottled Water and Plastic Bags

Vendors may not sell bottled water at the market.

The Marketplace is developing a policy on plastic and paper bags. Ideally, this policy, which will encourage consumers to reuse their bags, will be ready for discussion at the April pre-market vendor meeting (see "Only Growers and Producers" section of page 2).

III. Application Procedures

A. Market Agreement

All farmers/growers and producers must complete and sign the attached Columbia Heights Community Marketplace Agreement as part of the annual application process.

B. Farmer/Grower Certificates and Product Lists

The current product plans and accompanying Producer Certification Form must be submitted with the application to the market. NOTE: Only first-time applicants to the Columbia Heights Community Marketplace need to provide this certificate, which must be signed by their county agricultural extension agent to verify the grower status.

Vendors may bring only items they list in the application. Vendors wishing to bring new products not on the original application must let Marketplace management know in writing what those products are and get approval prior to selling them.



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C. Producer Certificates and Product Information

Producers must list on the attached Producer Certification Form all products, including value-added varieties, that they wish to bring to the Marketplace. In addition, certificates must be provided with the market application as follows:

- Baker must provide certificate for approved baking facility.
- Cheese Maker who makes cheese and other value-added products from milk that is purchased from regional dairy farms must provide certificates for cheese making facility. Or a dairy farmer who supplies milk to a regional cheese maker whose cheese is to be sold at market must provide certificate for the cheese maker's processing facility and certificate for the dairy milking facility.
- Pasta Maker must provide certificate for approved baking facility.
- Meat Producer who primarily operates a food processing facility that processes meat raised by local farmers must provide state and federal (USDA) certificates for their processing facility.

D. Product Guidelines

Prepared Foods: A limited amount of prepared foods, such as breads, pastries, preserves, soups, pasta, may be approved for sale at the market, but no foods will be prepared from scratch at market and then sold at market. Vendors may sell only prepared foods that are made with ingredients from the region and are prepared in advance of market in an approved sanitary kitchen facility. Production must comply with state health codes and the producer must provide the management with proof of compliance. Ideally, growers would use what they grow or raise to make the processed food. For example, a farmer who grows blueberries and other small fruit and who wants to make scones should use fruit that they grow on their farms, as well as organic flour and local eggs and dairy products from producers within 150 to 200 miles of Washington, DC. Note: At least 75 percent of ingredients in a prepared/processed food must come from this region.

The Marketplace disallows products made with or containing high fructose corn syrup, trans fats or artificial ingredients.

Please contact the Columbia Heights Community Marketplace management for information about selling other products, such as soaps and herbal precuts, wool and pelts, seasonal goods and crafts and other items. Products not specifically listed under the Product Guidelines will be reviewed on a case-by-case basis and admitted (or not) at the discretion of management.

The Columbia Heights Community Marketplace assumes no responsibility for the sanitary condition of any prepared foods or value-added products brought to the market. Producers should certify that all information about their processed foods is accurate and complete.



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2011 Columbia Heights Community Marketplace Producer Application

Note: Along with this application, producers must submit a notarized copy of any leases, copy of liability insurance (minimum of \$300,000 in insurance), copies of necessary certifications (such as county extension certification for first-time applicants only).

Name:

Business:

Street:

City:

State:

Zip:

County:

Telephone:

E-mail address:

Fax:

Location of farm/business/leased land:

Driving Direction to farm/business:

One-time non-refundable application fee is \$1 per square foot of space, under canopy(ies) or otherwise (e.g., doing all your marketing and sales activities under a 10' by 10' canopy would equal a \$100 application fee.) Please let us know, via e-mail, how much space you would like.

Please make check or money order for the amount of space you want payable to: "Columbia Heights Community Marketplace, and write "CHCM 2011 Vendor App Fee" in the memo line of the check.

Send completed checks and application materials to:

Columbia Heights Community Marketplace

1380 Monroe St. NW #605

Washington, D.C. 20010

This application must be signed and dated by the producer completing this application.

I have read the Columbia Heights Community Marketplace farmers market overview, rules and regulations and agree to abide by them.

Signature:

Date:



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Columbia Heights Community Marketplace List of Products Questionnaire

Total acres in production:

Total greenhouse space (sq. ft.):

| | | | | | |
|-------------|-----------------------|----------------|------------------|-------------|------------|
| Vegetables | #Acres per crop | Tree Fruit | #trees, acres | Herbs | #acres |
| | | | | | |
| | | | | | |
| | | | | Plants | Sq. feet |
| | | | | | |
| | | | | | |
| | | | | Cut flowers | |
| | | Other products | | | |
| | | | | | |
| | | | | Honey | #hives |
| | | | | | |
| | | | | | |
| | | | | Baked Goods | % of items |
| Small Fruit | # acres | | | | |
| | | | | | |
| | | | | Preserves | % of items |
| | | | | | |
| | | | | | |

County Extension Agent Certification

I hereby certify that the above named person, to the best of my knowledge, produces the crops/goods listed in accordance with the rules of Columbia Heights Community Marketplace.

Print Name _____

Signature _____ Date _____

Address _____

City _____ State _____ Zip _____

County _____

E-Mail Address: _____ Telephone: _____



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Extra Space here: