

# AZTEC FARMERS' MARKET GUIDELINES—2017

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## **WHO may sell at the Aztec Farmers' Market?**

Local growers or producers residing in surrounding areas within 100 miles radius of Aztec, New Mexico. A grower or producer is any person offering for sale items such as fruits, vegetables, edible grain, nuts, berries, honey, meat, plants, livestock products, and farm crafts that have been raised or grown by the vendor or immediate family member. Potential vendors are required to grow all items on land owned or leased by them within the 100 mile radius of Aztec. A limited number of local craft vendors will be allowed.

## **WHAT may you sell at the Aztec Farmers' Market?**

**ABSOLUTELY NO RE-SELLING ALLOWED. ALL ITEMS MUST BE PRODUCED BY YOU OR YOUR IMMEDIATE FAMILY and be one of the following:**

- A. Fresh produce, including fruits, vegetables, herbs, nuts
  - Produce should be mature but not overripe, clean and absent of decay, and have good external and internal appearance
- B. Farm products such as eggs, honey, meat
  - Farm fresh eggs must be labeled “Un-graded-Nest Run Eggs” and “Un-candled” or “Fertilized” if they are. The eggs must be clean, free of cracks, and properly refrigerated.
  - Meat must be locally raised by the vendor, meet all USDA and NM Livestock Board regulations, packaged, and properly refrigerated.
- C. Producers of value added “low-risk” EDIBLE products such as dried herbs, dried chile, dried beans, dried fruit
  - All “dried” items must be grown by the vendor.
  - Items must be bagged and labeled with ingredients, name of producer, address, and indication of quality
- D. Producers of value added EDIBLE products such as bread, baked goods, cheese, jams and jellies, salsas
  - All producers of these items must be licensed by the NM Environment Department. Licensing requires a \$100-\$200 annual fee, annual inspections, adherence to food protection requirements in the Food Service and Processor regulations, and use of a certified home kitchen or certified commercial kitchen (kitchen dedicated to food processing).
  - 60% of ingredients must be grown by the vendor, obtained at the Market, or locally produced
- E. Potted plants and cut flowers
  - Unless you have your own license, please notify Market Manager of intention to sell live potted/nursery plants or cut flowers. NMDA plant protection license will be obtained for blanket coverage for Market.
- F. Producers of value added NON-EDIBLE, decorative, farm-craft items such as wreaths, dried floral arrangements, ristras, dried and painted gourds, potpourri
  - ALL ITEMS MUST BE MADE BY THE SELLER USING 60% LOCALLY GROWN ITEMS
- G. Producers of craft items
  - ALL ITEMS MUST BE OF QUALITY AND HANDMADE BY THE SELLER.

**NOTE 1: Vendors falling into categories C & D exclusively, are limited to 4 spaces per market per day subject to availability.**

**NOTE 2: Vendors falling into categories F & G exclusively, are limited to 4 spaces per market per day subject to availability.**

**\*NOTE 3: ALL VENDORS ARE SUBJECT TO AN ON-SITE VISIT BY THE MARKET MANAGER  
VERIFY SOURCE OF PRODUCTS.**

## **WHEN?**

### **Market Season:**

The Aztec Farmers' Market season begins **July 05, 2017** and runs until **October 04, 2017** (14 weeks total). If weather permits, the Market will run to the end of October or beyond. During this period, all vendor fees will be waived for those vendors who have sold during the 2017 season.

### **Market Days and Hours:**

The Aztec Farmers' Market is held every **Wednesday** starting at **4:30 until sell out or 7pm** (whichever comes first) during the dates listed above.

### **Vendor Check-In & Set-Up Time:**

All vendors may arrive at the Market beginning no earlier than **3:30 pm**. They may park and set-up in their assigned spots or drive in, set-up, then move their vehicles to outside the market area (allowing for more sale space). Vendors are encouraged to set up between 3:30 and 4:15 pm but must be parked in their slots by 4:15 pm. Vendors arriving after 4:15 pm may still participate but **MUST** hand carry their items into the market area for set-up. (This is in concern for not having moving vehicles in the market area so close to the opening time of 4:30pm.) Day Vendors (one time vendors) and **New Vendors** to the Market in any particular week should be directed to the Market Manager for slot assignment.

## **WHERE?**

### **Location:**

The Aztec Farmers' Market is located in the **Westside Plaza** (1409 –W. Aztec Blvd.)

## **MARKET/BOOTH SPACES & FEE.**

### **Market/Booth Space:**

One market space consists of 2 parking lot spots totaling approximately 16' x 16' in size. Fees below pertain to ONE market space. Vendors requiring more than one space during the season may purchase additional space. Vendor areas must be left relatively clean at the end of the market day.

### **Vendor Display:**

All vendors must display their product and prices in an aesthetically pleasing manner with all items elevated at least 2 feet above ground level. Shade canopies, chairs, tables, tablecloths and coverings are strongly encouraged and not provided by the Market.

### **Vendor Fees:**

Vendor fees are for ONE market space (2 parking lot slots approximately 16' x 16' total). With the exception to extreme circumstances, all fees are non-refundable. FULL and HALF SEASON vendors are encouraged to pay their fees at the beginning of the season. Once paid, FULL and HALF SEASON attendance will be kept track of by the Market Manager. All Day Vendors are responsible for paying the weekly vendor fee to the volunteer at the Market Booth...the Manager will not come around to pick it up unless she finds it necessary to do so. Payment can be made before the Market begins or anytime before the vendor leaves that week.

FULL SEASON (14 weeks).....\$70.00 (this is \$5/day...25% off the Day Vendor price)  
(every Wednesday from 07/06 through 10/05) (vendors get 1<sup>st</sup> priority for permanent booth space)

HALF SEASON (7 weeks).....\$50.00 (this is \$7.14/day...11% off the Day Vendor price)  
(any 7 Wednesdays from 07/08 through 10/07) (vendors get 2<sup>nd</sup> priority for permanent booth space)

DAY VENDORS.....\$8.00/day

SPECIAL KID-FARMER RATE (ages 7-17 year old)...\$4.00/day

### **Additional Vendor Space:**

If FULL and HALF SEASON vendor require more than one market space, they may purchase each additional space at the listed price for their category. For example, for the FULL SEASON vendor who would like to occupy 2 market spaces, their total will be  $\$70 \times 2 = \$140/\text{season}$ . Knowing that produce quantities fluctuate during the season, FULL and HALF SEASON vendors will be allowed to purchase more space (adjacent to their permanent spot) mid-season, again at the listed price of \$5/day (FULL) and \$7.14/day (HALF) for each additional space. The vendor can either pay for additional space on the spot or when they predict no more additional space will be necessary.

### **Permanent Vendor Spaces:**

Permanent vendor spaces will be assigned to FULL AND HALF SEASON vendor with FULL SEASON vendors given first priority on a first 'notify the Market Manager' first serve basis at the beginning of the season. If FULL or HALF SEASON vendors do not intend to participate in the Market on any given week, please notify the Market Manager at least 24 hours in advance by phone or email so she can assign your spot that week to another vendor. If you fail to notify the manager 24 hours in advance or you fail to appear at the Market by 4:00 pm, she will assign your spot to another vendor.

### **Licensing & Taxation:**

All vendors requiring special licensing (Nursery License NMDA, NM Environment Department, etc.) are responsible for obtaining those licenses. The Market Manager may ask to see those licenses any time during the season. All vendors required to report gross receipts tax are responsible for obtaining a business license from the City of Aztec and a tax id number from the NM Taxation and Revenue Department and reporting all sales. Please ask the Market Manager for further details if unclear.

## **WIC/SENIOR FARMERS' MARKET NUTRITION PROGRAM**

### **All Produce (WIC & Senior) & Honey Vendors (Senior ONLY):**

Farmers/Growers/Producers (farms/gardens must be in the state of NM or within an 80 mile radius of the market outside of the NM border) of fresh, unprepared fruits and vegetables, honey, or dried beans ONLY can sign up to accept checks from the WIC/Senior Farmers' Market Nutrition Program. The program allows WIC (Women, Infants, and Children) participants (low income women and children at nutritional risk) and seniors signed up for the Senior Supplemental Food Program to purchase fresh fruits and vegetables at \$5 increments. The program is intended to improve the diets of those women, children, and seniors, increase awareness of local farmers' markets, and the benefits of buying from local producers. The program benefits the farmer/grower/producer by increasing your sales and introducing you to a new group of customers.

If you are a farmer/grower/producer of fresh, unprepared fruits, vegetables, honey, or dried beans, you are encouraged to participate in this program. The Market Manager will ask you to apply. If you say "yes", she will give you the WIC Farmers' Market Program rules, a participation number, and eye-catching sign to let all customers know you accept these checks, and full instructions on check accepting procedures. Note that the WIC checks, the State Senior Program checks, and the Federal Senior Program checks are three different colors. Please note the current year in the upper right-hand corner of each check.

## **SNAP (Supplemental Nutrition Assistance Program)**

### **All Vendors Selling Food Items or Plants producing food:**

More people than ever are receiving SNAP benefits (Supplemental Nutrition Assistance Program, formerly known as the food stamp program). In 2013, 21.9% of the population of San Juan County received SNAP benefits. All New Mexicans deserve the opportunity to purchase fresh fruits and vegetables from local growers in their community.

Our Market is a SNAP eligible market. This means that SNAP recipients will be able to purchase the following **food** items at our Market with their SNAP benefits:

- Fruits & Vegetables
- Breads & Cereals
- Meats, fish, and poultry
- Dairy products
- Seeds and plants which produce food for the household to eat

The food items NOT allowed for purchase with SNAP benefits are:

- Food that is meant to be consumed on the premises
- Hot prepared foods
- Beer, wine, liquor, cigarettes, or tobacco
- Any NON-FOOD item such as pet foods, soaps, paper products, crafts, etc.
- Vitamins and medicines

Vendors may choose to participate or not. All participating vendors will receive a display sign indicating to customers that they accept SNAP tokens (**wooden tokens in \$1 increments**), instructions on how to accept the SNAP tokens, and how to redeem them for cash at the end of the market day.

## **SNAP Double Up Food Bucks (DUFB) Program—NM Fruit & Vegetable Vendors ONLY**

### **Eligible Vendors MUST:**

- Grow fruits or vegetables, sell plants that provide food, sell fresh cut herbs or herb plants in the state of NM
- Receive training on DUFB program and how to accept and redeem tokens
- Fill out a DUFB vendor agreement

All participating vendors will receive a display sign indicating to customers that they accept DUFB at their market stand. DUFB tokens are **SILVER** and in **\$2 increments**.

### **Debit Purchases:**

#### **All Vendors:**

With our market accepting SNAP benefits, the machine to process such transactions also allow debit purchases. Thus, customers may use their debit cards to purchase market tokens in \$5 increments for use at ANY vendor booth. These tokens will be redeemed for cash at the end of the market day.

### **OTHER CONCERNS:**

#### **Leaving the Market Early:**

Vendors are strongly encouraged NOT TO LEAVE THE MARKET EARLY unless sold out. If vendors know they have to leave before the end of the Market, notify the Market Manager and she will assign you a spot close to the Market exit.

#### **Customers:**

Customers will be allowed into the sale area before the 4:30 pm start time, but will NOT be able to purchase items prior to that time—NO EXCEPTIONS. Likewise, no vendor may sell, trade, or give away items to customers before the 4:30 pm start time—NO EXCEPTIONS. However, sales, trades, or give aways may be made between vendors before opening time. The Market Manager will officially open the Market at 4:30 pm by ringing a bell to allow sales to commence.

#### **Disclosure:**

As a member of the New Mexico Farmers' Market Association (NMFMA; check out their website at: **www.farmersmarketsnm.org**—full of useful information and tips for market growers), the Market Manger must report certain information to the association at the end of the market season. Along with data pertaining to advertising and marketing, budgeting, and customer attendance, the Market Manager must report an estimate of vendor sales for the season. To get an idea of vendor sales, the Manager will ask vendors to disclose their earnings for the Market anonymously at various times during the season. Your cooperation is greatly appreciated.

#### **Donations:**

During the season, the Market Manager may ask you to donate items for promotional events. This might include items for a drawing for a "Basket of Produce", for a tasting (like a tomato variety tasting), or for a tasting of a creation from a local chef. Keep in mind that these sorts of events could boost attendance at the Market which could boost your sales. Your cooperation and participation are greatly appreciated, but never required.

#### **Aztec Farmers' Market Board:**

The Aztec Farmers' Market currently does not have a Board. The Market Manager makes all final decisions for items pertaining to the Market. Two annual meetings, pre-season and post-season, serve as forums for vendors to express ideas, suggestions and opinions about the direction of the Market, how the Market is run, changes to the guidelines, etc. No topic is ever discouraged from discussion. Vendors are strongly encouraged to attend these meetings. If at any time, the Manager or vendors feel the need to form a Board, action will be taken to do so.

### **FINAL NOTE:**

Please always bring any questions, suggestions, concerns, or issues that may arise during the season directly to the Market Manger's attention immediately—she's there to serve your needs and be your advocate. Have a great 2017 season!

