



## 2017 THE WELLNESS CONNECTION FARMERS' MARKET APPLICATION -- FOOD VENDORS --

### 2017 THE WELLNESS CONNECTION FARMERS' MARKET TERMS OF AGREEMENT

**MARKET DATES:** Saturday, April 22- Saturday, October 28, 2017

**MARKET HOURS:** 9am until 1pm (Vendors must be set up no later than 8:45 am)

**MARKET LOCATION:** StoneSprings Hospital Parking Lot, 24440 Stone Springs Blvd, Dulles, VA 20166

#### APPLICATION DEADLINE AND FEES

Applications are due, with all appropriate paperwork, current insurance forms and registration fees by March 17th, 2017 and should be mailed to: *The Wellness Connection, 24600 Millstream Drive, Suite 340, Stone Ridge, VA 20105.* The application fee is \$75.00.

The season fee is \$280.00 for one 10x10 space (28 Saturdays at \$10.00 per Saturday).

- If you need one space your fee will be \$355.00 (\$280+\$75), and needs to be sent with your completed application.
- If you require 2 spaces, your fee will be \$635.00 (\$560+\$75), and needs to be sent with your completed application.
- The drop-in fee is \$85.00 for the initial date, and needs to be sent with your completed application. Additional dates are \$15 each.
- If you apply to our market mid - season your fee will be pro-rated.
- **IMPORTANT:** *If you intend to serve food such as barbeque, hummus, chips, etc., OR provide samples of your food, you MUST fill out an Application for a Temporary Food Permit and submit it, along with a check of \$40 to the Loudoun County Health Department by April 3rd, 2017. The link for the Temporary Food Permit is available directly under the link to this application. You may also find it by visiting: <https://www.loudoun.gov/DocumentCenter/View/114>*

#### PRODUCER ONLY/LOCAL REQUIREMENTS

The Wellness Connection Farmers' Market is a producer-only market. A producer is defined as a grower, employee, partner or family member who is directly engaged in the growth, production of the produce and/or products sold. Producers may include agricultural and horticultural producers, home bakers, and small family-owned commercial bakeries. All products sold at the market must be grown or produced by the vendor or his/her designee on land or in a facility owned or leased by the vendor within a 200-mile radius of Loudoun County. Re-selling is prohibited. Produce must be fresh and of the best quality. Any vendor who sells items that he/she has not grown or produced within these limits will be asked to leave from the market.

- **FARM PRODUCTS:** Farmers are permitted to bring homegrown products including vegetables, fruits, herbs, mushrooms, flowers, bedding plants, and nursery stock. Any specialty produce seasonal vendors who exclusively sell a product, which has a naturally shortened growing season (ie: blueberries, strawberries) may request that the market board pro-rate their fees.
- **BAKED GOODS AND VALUE-ADDED FOOD PRODUCTS:** Bakers are permitted to sell baked goods, jams, jellies, sauces, pasta, sausage, smoked meat, other meat products, grain, nuts, honey, ice cream, cheese, dried herbs, herbal teas, chutney, salad dressings, mustard, hummus, fruit butters, soups, snack mix, kettle corn, cider, bird seed and some other value-added foods, within the rules and regulations of the Virginia Department of Agriculture and Consumer Services. Bakers must include a copy of the inspection certificate from the Food Inspection Section of VDACS, if your business is in Virginia, or from a comparable State inspection Agency of the state in which your business is located with my application. Honey vendors must own the hives from which their honey is produced and these hives must be located within a 200 mile radius



of Loudoun County, VA. Baked goods are defined by the “scratch rule”. Bakers must have mixed, baked, finished and packaged all items for sale; repackaging of commercially prepared products is prohibited.

- **MEAT PRODUCTS:** You are permitted to sell eggs, fresh and frozen meats provided that meet the requirements of the Food Inspection Section of the Virginia Department of Agriculture and Consumer Services. All of your beef, lamb, goat, pork and poultry sold at the farmers market should be raised on your own farm or leased properties and you must be directly responsible for their care. I understand that The Wellness Connection Farmers’ Market does not allow contract farming. You may cook and give away samples of your products with proper licensing. You may only sell only products you and/or your immediate family have produced on your property and/or property you lease and which have been processed in USDA inspected facility.

### **SELECTION PROCESS**

Once it is determined that a vendor meets all the requirements to be accepted into the Wellness Connection “producer-only” market, final placement is based on several factors. These factors are: space available for vendors, special consideration is given to farmers that are “certified organic” or “certified natural”, previous vendors in good standing receive preferential consideration for market acceptance, and vendor’s availability to attend through the end of the stated market season.

### **VENDOR FEES**

A daily rate of 3% of the vendor’s gross revenue will be collected by the Market Manager at the close of each market day.

### **INSURANCE REQUIREMENTS**

A copy of a current insurance certificate in the amount of \$200,000 per occurrence is required for all vendors. This certificate should identify Commercial General Liability insurance coverage to protect the participants. The Certificate shall have the following language: “The Wellness Connection, employees and volunteers shall be named as additional insured.” This must be stated on the insurance certificate, and the certificate holder block must read: “The Wellness Connection, 24600 Millstream Drive, Suite 340, Stone Ridge, VA. 20105”.

**\*\*\*YOU MUST INCLUDE A COPY OF YOUR CERTIFICATE OF LIABILITY INSURANCE WITH YOUR APPLICATION\*\*\***

### **TENT WEIGHTS**

To protect our vendors and customers during times of unexpected violent weather, the following measures are mandatory for The Wellness Connection Farmers’ Market. We require that every tent, canopy and umbrella used at the market be weighted down. All tents, canopies and umbrellas must be sufficiently and safely secured from the moment the stall cover is erected at the start of the market day to the moment immediately before it is taken down at the end of the market. Weights should be secured in a manner that does not create its own safety hazard.

- Weights should not cause a tripping hazard
- Weights should be tethered with lines that are clearly visible
- Weights should have soft edges to avoid causing cuts and scrapes
- Weights should be securely attached
- Weights should be on the ground (not above people’s heads)
- Weighing the back of the canopy down by tying it to a vehicle or heavy coolers is acceptable in conjunction with weighting the front legs with weights.
- Weighing the canopy down by tying it to heavy display tables is acceptable.



### **ATTENDANCE**

Each vendor will be allowed three scheduled (3) absences during their market season. Vendors must notify the Market Manager in advance of any anticipated absence. Vendors will be given a contact number and email for the Market Manager. Emergency absences will be considered by the Market Manager/managing board on a case by case basis. A vendor with excessive absences may be expelled from the market for the remainder of the season. No fees will be refunded.

### **LATE FEE**

If you are not in your space and market ready by 8:45am a late fee of \$20.00 will be charged on your credit card, and must be paid before you return to the market. It is important that we look professional, enthusiastic and organized by the time the market opens for business.

### **NO SHOW FEE**

If you have committed to a date and fail show up, and have not notified the Market Manager with at least 24-hour's notice, a no show fee of \$35.00 will be charged on your credit card, and must be paid before you return to the market.

### **EARLY DEPARTURE FEE**

If you leave the market before the close of the market at 1:00 pm, an early departure fee of \$20.00 will be charged to your credit card on file and must be paid before you return to the market. Exceptions may be made for emergencies. The Market Manager must be notified so that they may assure that the departure is made safely. [If you sell out of your products before the close of the market, you will be permitted to depart early from the market without penalty with permission from the Market Manager.]

### **MARKET AND VENDOR SPACE BASIC CONDUCT**

- The Wellness Connection Farmers' Market is a smoke-free event.
- Profanity is prohibited at any time while you are at the market.
- Shoes and attire appropriate to a food market are required while selling at the markets.
- All vendors must have a sign with the name of their farm/business name and location that is displayed for all shoppers to see. Prices of items must be clearly displayed.
- All vendors are required to furnish their own tables, chairs, scales for weighing, and other display arrangements. Your set-up must fit within your assigned space(s) and may not encroach on adjoining spaces.
- All vendors must remain in their assigned market space when selling their products and conduct sales in an orderly business manner.
- All vendors are responsible for cleaning their space after each market, and in assisting the Market Manager in keeping the common areas clean.
- Children of vendors must be properly supervised by their parent or guardian at all times.

### **AUTHORITY AND DUTIES OF THE MARKET MANAGER**

The Market Manager is the representative of The Wellness Connection Farmers' Market and represents the Board by implementing the Terms of Agreement and the Complaint Procedure. The primary task of the Market Manager is to enhance the market experience of customers, promote a pleasant and mutually beneficial atmosphere for both the customers and the vendors, and develop a positive and cooperative attitude. Additionally, the Market Manager's duties include: recording the attendance of vendors, adjusting the opening and closing hours of the markets for reasonable cause, such as impending dangerous weather conditions, assigning/reassigning spaces to vendors as needed, enforcing tent weight policy and attendance policies, resolving minor disputes on site by mutual agreement of the parties involved; failing this, taking the dispute to the Board, reporting alleged violations of the Terms of Agreement, verbally or in writing, to the Board, acting as liaison between the market vendors, customers and the Board, and additional duties as deemed appropriate by the Board.



As a vendor, you agree to cooperate and abide by the Market Manager’s decisions made during market hours in all matters relating to compliance with the Terms of Agreement. For any disagreement concerning your compliance with the Terms of Agreement that arises between the Vendor and the Market Manager, you agree to cease immediately whatever action is the cause of the disagreement until the board can settle the disagreement. You further agree to abide by the decisions of the board.

**LEGAL REQUIREMENTS**

Vendors must be properly registered regarding the collection of state sales in Virginia, even if they are a resident of another state. Vendors must have all required documents to sell at The Wellness Connection Farmers’ Market and included copies with their application.

The Commonwealth of Virginia requires that an inspection sticker from a previous year be present on scales or that a “Place Into Service Report” be available upon request. It is the responsibility of the vendor to maintain the scales in the proper operating condition that they are accurate and used appropriately.

**PUBLICITY**

Vendors will be included in promotional efforts that will be put forth by the Wellness Connection preceding, and throughout the duration of the 2017 farmers’ market. These efforts include, but are not limited to: signage on Route 50, your business name and link the Wellness Connection’s website, your business name on our Farmers’ Market Facebook page, your business name and link on the Wellness Connection’s email newsletter (30+ newsletters go out to over 5,000 opt-in email addresses), and more.

As a vendor, you grant permission for the Wellness Connection to post your name and/or company’s name, product information, and any applicable photographs in promotional efforts for the Wellness Connection Farmers’ Market and release the information to the public.

**By signing below, I confirm that I have read and understand the 2017 The Wellness Connection Farmers’ Market Terms of Agreement. I certify that I am in conformance with all applicable regulations, and agree to abide by all rules and regulations enforced by The Wellness Connection Farmers’ Market Board and the Market Manager.**

Signature: \_\_\_\_\_

**\*\* PLEASE MAKE A COPY OF 2017 THE WELLNESS CONNECTION FARMERS’ MARKET TERMS OF AGREEMENT AND KEEP IT FOR YOUR RECORDS\*\***



**2017 THE WELLNESS CONNECTION FARMERS' MARKET APPLICATION FORM  
(REQUIRED FOR ALL APPLICANTS)**

**GENERAL INFORMATION:**

**BUSINESS NAME:**

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**CONTACT PERSON(S) FULL NAME:**

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**CONTACT PERSON(S) MAILING ADDRESS:**

Street: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**BUSINESS ADDRESS (IF DIFFERENT FROM MAILING ADDRESS) :**

Street: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**CONTACT NUMBERS:**

Home Phone ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

Cell Phone ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

Business Phone ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

Fax ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

Email \_\_\_\_\_

What is the preferred method of contact? \_\_\_\_\_



**CREDIT CARD INFORMATION**

(Required for all applicants)

This card will be left on file and only used for late setup fees, no show fees, and early departure fees, as previously explained.

Card type (circle one): Visa, Mastercard, AMEX, Other: \_\_\_\_\_

Credit Card number: \_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Name on card: \_\_\_\_\_

Billing Address:

Street: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**\*\*\*YOUR APPLICATION WILL NOT BE PROCESSED WITHOUT A CREDIT CARD\*\*\***

**\*\*\*This document will be shredded\*\*\***

1. I understand that if I do not show up at the market and do not give the Market Manager at least 24 hours' notice, a charge of \$35.00 will be charged to the credit card I have on file, which is listed above.
2. I understand that if I am late to the market, or if I am not market ready by 8:45am on any given Saturday that the market is scheduled, a charge of \$20 will be charged to the credit card I have on file, which is listed above.
3. I understand that if I leave early from the market without being excused by the Market Manager, a charge of \$20 will be charged to the credit card I have on file, which is listed above.

Signature:

\_\_\_\_\_

Printed Full Name:

\_\_\_\_\_

Date:

\_\_\_\_\_



## APPLICATION AND REGISTRATION FEE

(required for all applicants)

If you would like the credit card listed on the "Credit Card Information" page on the previous page to be used to make payment for the application and registration fee, please indicate so below.

**\*\*\*This document will be shredded\*\*\***

I would like the card listed on the previous page to be used for my application and registration fee (circle one):

Yes

No

### IF YES:

The amount I authorize The Wellness Connection to charge credit to the card on the previous page, ending in

(last 4 digits of card): \_\_\_\_\_ is (check one):

- \$355.00 for one 10x10 space for 28 weeks (\$280+\$75)
- \$635.00 for two 10x10 spaces for 28 weeks (\$560+\$75)
- The pro-rated amount of \$\_\_\_\_\_ (only applicable to applicants applying mid-season)
- \$85.00 for one drop-in initial visit (\$10+\$75)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### IF NO (CHECK ONE):

- My payment is enclosed with my application in another form (check, cash, etc.)
- I would like to use a different card for the registration fee which is listed below

Card type (circle one):    Visa,    Mastercard,    AMEX,    Other: \_\_\_\_\_

Credit Card number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

The amount I authorize The Wellness Connection to charge on the credit card above, ending in (last 4 digits of card): \_\_\_\_\_ is (check one):

- \$355.00 for one 10x10 space for 28 weeks (\$280+\$75)
- \$635.00 for two 10x10 spaces for 28 weeks (\$560+\$75)
- The pro-rated amount of \$\_\_\_\_\_ (only applicable to applicants applying mid-season)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## PRODUCE VENDORS

### 2017 The Wellness Connection Farmers' Market Primary Producer Information for Produce/Containerized Plants/Cut flower Vendors

Please provide information for all locations where products you intend to sell are produced, and indicate if the land is owned or leased. If land is leased, contact information for the owner is required. Attach additional pages as needed.

Business Name \_\_\_\_\_

Vendor's Name \_\_\_\_\_

Phone # \_\_\_\_\_

Email \_\_\_\_\_

#### Location information

Location 1: Physical Location and street address of primary land in production. If you cannot provide a street address, you must provide direction to this location. \_\_\_\_\_

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

Number of acres at this location: \_\_\_\_\_

This location is owned or leased? \_\_\_\_\_

If Leased, Owner's Name \_\_\_\_\_

Owner's Phone \_\_\_\_\_

Additional Locations - Attach additional pages as needed.

List of all crops intended to sell:

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







## MEAT VENDORS

### 2017 The Wellness Connection Farmers' Market Primary Producer Information for Meat Vendors

Please provide information for all locations where products you intend to sell are produced, and indicate if the land is owned or leased. If land is leased, contact information for the owner is required. Attach additional pages as needed. Business

Name \_\_\_\_\_

Vendor's Name \_\_\_\_\_

Phone # \_\_\_\_\_

Email \_\_\_\_\_

#### Location Information

Number of acres at this location: \_\_\_\_\_

This location is owned or leased? \_\_\_\_\_

If Leased, Owner's Name \_\_\_\_\_

Owner's Phone \_\_\_\_\_

Do you live at this location as well? Yes or No \_\_\_\_\_

Additional Location - Attach additional pages as needed.





## BAKED GOOD/VALUE-ADDED FOOD VENDORS

### 2017 The Wellness Connection Farmers' Market Criteria for Baked Goods and Value-Added Food Vendors

All baked goods and value added food vendors must strictly adhere to all regulations pertaining to baked goods that are set forth by the Virginia Department of Agriculture and Consumer Services (VDACS). Value added products are defined as the processing or modification of a farm product to add value to it.

Baked goods permitted for sale include: pies, cakes, breads, cookies, candies, jams and jellies. "Baked goods" is defined "by the scratch rule" as a product that has been mixed, baked, finished and packaged for sale. Using prepared mixes or repackaging of commercially prepared products is prohibited.

Bakers and Value-added Food Vendors must submit a current copy of their kitchen inspection report from VDACS or an appropriate agency in their home state with their application. This report must not contain any violations that pertain to kitchen cleanliness or food processing.

VDACS does not require a home kitchen inspection for certain baked goods, jams, jellies and candies sold at Farmers Markets provided the Producer labels each product "Not for Resale— Processed and Prepared without State Inspection".

Bakers & Value-added Food Vendors are required to follow the food labeling law as outlined by VDACS. All individually wrapped baked goods must have the following on the label: (labels may be typed or handwritten in permanent ink or a combination of both)

- Name of the product (i.e. zucchini bread, brownies, etc.)
- List of all ingredients in sequential order from most used to least.
- Your name or name of your business.
- Your address or the address of your business
- Net weight of the item

**Covers for Food for Sale and Samples:** The Retail Food Establishment Regulations state that food on display must be protected from contamination. Since our markets are open-air markets the only means to protect food is the use of covers/containers that do not permit contamination by dirt or insects. If samples are offered, the vendor must provide an individual, disposable way for the consumer to take the sample (ie: toothpick for each sample).







## 2017 The Wellness Connection Farmers' Market Application Checklist

Before mailing in your application, please ensure that the application is complete, every page applicable to your business is filled out in its entirety, all required additional paperwork is included in the packet, and if required, your Application for a Temporary Food Permit has been mailed in. Applications that are incomplete in any sense will not be processed until complete.

### APPLICATION CHECKLIST

#### Required for All Applicants:

- 🍏 Terms of Agreement form
- 🍏 2017 Farmers Market Application Form
- 🍏 Credit Card Information Form
- 🍏 Application and Registration Fees Form
- 🍏 Full payment
  - \$355 for one space (\$280+\$75)
  - \$635 for two spaces (\$560+\$75)
  - Pro-rated amount (only for applicants who apply mid-season)
- 🍏 Commercial General Liability Insurance

#### As applicable:

- 🍏 Primary Producer Information for Produce/Containerized Plants/Cut Flower
- 🍏 Fruit/Vegetable/Plant/Cut Flower Producer Information
- 🍏 Primary Producer Information for Meat Vendors
- 🍏 Meat Producer Statement
- 🍏 Criteria for Baked Goods & Value-Added Food
- 🍏 Baker and All Value-Added Food Vendor Information Producer Statement
- 🍏 Dairy/Ice Cream Producer Statement

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*You may drop off your completed application, insurance, and payment in person, or mail it to:*

**THE WELLNESS CONNECTION  
ATTN: FARMER'S MARKET  
24600 MILLSTREAM DRIVE, SUITE 340  
ALDIE, VA 20105**

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In addition, the following documents are required for applicants who intend to serve food or provide samples:

- 🍏 Application for a Temporary Food Permit submitted to the Loudoun County Health Department
- 🍏 Check in the amount of \$40 made payable to Loudoun County Health Department

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*Submit both of these items by mailing it to the Loudoun County Health Department NO LATER THAN April 3rd, 2017. Their address is:*

**LOUDOUN COUNTY HEALTH DEPARTMENT  
P.O. BOX 7000  
1 HARRISON STREET SOUTHEAST  
LEESBURG, VA 20177-7000**