

# Payson Farmer's Market

2010 Market Season  
Saturdays, May 29 - October 16  
816 S. Beeline Hwy, in front of Sawmill Theater  
Market Hours: 8:00 a.m. to 12:00 p.m.

**Mission Statement:** The Payson Farmer's Market is a gathering place for people to experience fun, friendship and the joy of community through fresh local food, live entertainment and Rim Country art.

## Contact Information

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## Fee Schedule

Stall fees provide vendors with an established market place, advertising, market management and other oversight as needed.

- Daily rate is \$5.00 per stall, plus 5% of daily sales
- All fees are payable on market day
- Stalls are approximately 11' wide and 11' deep

Vendor location assignments will be made at the market manager's discretion taking into consideration anticipated number of vendors, product mix, customer flow, and special promotions.

## General Market Agreements

1. An attitude of cooperation, collaboration and professionalism are expected of vendors at all times.
2. Vendors are to be self sufficient with tables, canopies, etc.
3. For the safety of all, market set up is from 6:30 am 7:45 am. Selling starts at 8:00 and ends at 12:00. Vehicles will not be permitted in market area between 8:00-12:00.
4. **All** products sold at the Market must be grown and/or produced in Arizona. Vendors are required to produce at least 80% of items they are selling at the market. Any items in the 20% category must be cleared by Market Manager.

**Examples:**

- If vendor brings a product to be sold, not produced by vendor, product must augment or support vendor's original product (i.e. AZ produced crackers to go with cheese produced at vendor's facility).
  - A farmer/grower may bring another **farmer's** produce.
  - **NO reselling** of brokerage, warehouse or store bought produce will be tolerated at any time.
5. Vendors are to display a sign stating the name of their business. Banners, sandwich boards, and chalk or dry erase boards qualify as signs.
  6. Prices for each available type of product must be displayed.

It is recommended Vendors sell items on a per-item basis or a number of items for a set amount (i.e. 3 for a \$5). If sold by weight, only commercially certified scales can be used and scales must be in full sight of the consumer at all times

7. Vendors offering organic produce are encouraged to include this information on their sign, along with the state certification number; this is a selling point for customers.
8. Vendors or their immediate family are encouraged to be present on market days so you can best represent your products. If an employee is representing the vendor, employee should understand vendor's product so they can converse with customers.
9. Customers who have legitimate complaints about the quality of products are to be given a full refund or replacement.
10. Vendors are responsible, if applicable, for conforming to all local, state, and federal laws and regulations concerning collection, reporting, and payment of all taxes, etc. AZ dept Revenue link: <http://www.azdor.gov/brochure/575.pdf>
11. All vendors who wish to use a canopy during normal market operations are required at all times to safely secure and anchor them to the ground, with a minimum of 15 pounds per tent leg.
12. Vendors are to clean stalls and remove all spoiled produce, plants, garbage, boxes, sacks, etc. **Trash is to be taken with you** when you leave.

## **Food Vendors Agreements**

1. Vendors with food from commercial kitchens must comply with all city, county, state, and federal health requirements. Vendors are to display a copy of State Food Handler's Permit and Health Dept Permit or ADA's approval letter or certificate of inspection of the certified kitchen where food is prepared.
2. Non-commercial kitchen Vendors must display the following sign:

“Consumer Notice: Food offered at this location is prepared in a kitchen that is not regulated and inspected by Gila County Environmental Health Section.”

3. All prepared, packaged food must be labeled with contents and vendor/producer name and contact information.
4. All baked goods must be wrapped in quantities to be sold (e.g. individually or 4 per package, etc.).
5. Canned or pickled veggies or salsas can be sold ONLY if produced in a commercial, licensed facility.
6. Sale of unclassified eggs may not exceed 750 dozen each calendar year. Link to AZ Dept of Agriculture: <http://www.azda.gov/licensing/EggCombo.pdf>
7. Meat products must be packed at State (ADA) or Federal (USDA) approved/inspected facilities.

### **Concessionaires Agreements**

1. Vendors must comply with all city, county, state, and federal health requirements concerning the preparation of food products.
2. Vendors must have and display in plain sight, a Gila County Food Service Permit and an Arizona State Food Handlers' Permit.
3. If Sterno or flames of any sort are used, you must have a fire extinguisher on hand. No open flames under over hangs (e.g. tent, canopy, umbrella, etc.).

### **Art Vendor Agreements**

1. Artists must reside in the Rim Country, sell your own original works, and be present to sell and converse with customers.
2. Art spaces will be available to artists on a rotating basis.

### **Community Service Vendors**

1. Space is available, free of charge to non-political, community service organizations for the purpose of community education, outreach and fundraising.

### **Tips for Success**

- Being patient and friendly increases sales
- Having enough change, bags, and smiles keeps customers happy
- Today's consumers are accustomed to convenience
- Studies show that 75% of products purchased are displayed between elbow and shoulder height
- Price goods fairly – usually above wholesale and below retail
- Abundant displays attract attention. “Pile it high and kiss it good bye”
- Using table clothes and a combination of colors, textures, and fragrances creates interest and excitement
- Restocking and rearranging product throughout the day keeps things tidy and attractive
- Taking a walk around the market shortly before opening will help you direct customers to what is available at other vendor's stalls. You will profit from this simple courtesy in the long run.
- A colorful creative sign will help people remember a vendor and become a repeat customer