



**CITYOFANNAMARIA  
Farmers Market  
Anna Maria, FL 34216**

**Tuesdays:      D P      S P**

**(Set up by :00 a.m.)**

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*(excluding Christmas & New Year's Day)*

## **WELCOME TO THE ANNA MARIA FARMERS MARKET**

The Anna Maria Farmers Market is a community based activity centered on Southwest Florida-produced homegrown fruits, vegetables, bakery products, cider and juices, honey, fresh herbs, farm-produced jams and jellies. Also offered are gourmet/specialty foods prepared by licensed vendors, such as pastas, chutneys, sauces, and dressings. The Market gives growers/producers and consumers an opportunity to deal directly with each other, rather than through third parties. It also serves as an educational forum for consumers to learn the uses and benefits of locally grown or prepared quality food products while serving as an alternative marketing opportunity for growers or producers of the Southwest Florida agricultural commodities, whether they are growers or producers of very small quantities of eligible products or larger concerns. Anna Maria-licensed florists, bakeries and restaurants have also been invited to participate, on a limited basis, in the Market.

This document contains market policies and regulations for the Anna Maria Farmers Market, scheduled for eleven Tuesdays from October 16 through May 14, 2019. Only **approved** vendors may participate in the Farmers Market located at the City Pier Park. Please note that the procedures listed herein, are under review and many be changed during the current market season.

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## **APPLICATION PROCESS**

All individuals whose goods and circumstances meet the intent of the Market rules and guidelines (see pages 3/4) and wish to participate in the Market as vendors are required to complete an “Application for Membership in the Anna Maria Farmers Market” and submit required documents. Applications are available from the City of Anna Maria, (941) 708-6130, Ext. 121. Spaces will be located at the City Pier Park, located at 101 North Bay Blvd, a picturesque setting near the Anna Maria City Pier.

The primary focus of this Market is to have growers sell their produce directly to consumers. Applications will be considered in the order in which they are received and evaluated based on the product’s contribution to the Market (e.g. how many spaces of similar products have already been approved) and the method in which the product is displayed (displays should be simple but aesthetically appealing). Freshness, Color, Variety and Fun are the goals of the Market. Seasonal spaces will hold priority over daily spaces. Absolutely no imported fruits or vegetables from outside of Florida will be permitted unless such items are not available from Florida growers.

Selected vendors will be issued Market licenses and space assignments based on the order in which the applications are received. Those vendors not accepted because a sufficient number of vendors with a similar product have already been approved, will have their name placed on a waiting list in the event of a cancellation. Only those vendors with assigned spaces are to come to the Tuesday markets (please do not arrive hoping for a cancellation).

Applications are due by **October 9, 2018**, and notification will begin immediately thereafter.

## **SPACE SIZE, LOCATION AND FEES**

### **Size and Location**

The space size for each selected vendor is limited to an assigned area that is ten feet wide and ten feet deep (10' x 10'). Vendors selected will receive a space assignment and sketch showing the location prior to the Market season, but such location may be moved at the discretion of the City of Anna Maria.

Vendors must furnish their own tables or carts, chairs, display arrangements and attractive shade protection.

Electrical outlets will not be available unless arranged in advance. The need for electricity must be noted on application.

**Market Fees**

Fees for the Anna Maria Farmers Market are as follows:

**Daily Space:** \$ Free/Tuesdays

The Market is being funded from the proceeds of stall sales and in-kind service donations from the City of Coral Gables. Unpaid Market volunteers have also enthusiastically donated their Saturday mornings to help ensure a successful Market.

Any net proceeds of the event may go to enhance the Market experience through event programming, physical improvements and promotional activities.

MARKET HOURS

The Anna Maria Farmers Market is now open to the public from 8:30 a.m. until 2:00 p.m. Participating sellers are asked to adhere to the following schedule each Tuesday:

- 7:00 a.m. Vendors are asked to set up in space which will be assigned.
- 7:00 a.m. Unloading at the space from vehicles shall be done until 7:30 a.m. **No Exceptions!**
- 7:30 a.m. Space set-up continues but no vehicles will be allowed in the Market area. From 7:30 a.m. until 2:00 p.m. only pedestrian traffic will be allowed in the Market area.
- 8:00 a.m. Market opens to the public until 2:00 p.m.
- 2:00 p.m. Market closes. Spaces are broken down and areas cleaned. Vendor vehicles will be allowed to re-enter barricaded area for loading.
- 2:30 p.m. Barricades removed and streets re-opened to regular traffic.

For everyone's comfort and convenience, restrooms are available at the City Pier Park.

## **PARKING**

### Vendors / Volunteers

**Note:** Limited parking in assigned spaces may be provided for vendors. Location will be determined and announced to all vendors prior to the opening of the Market. (As in prior years, in no instance will sales from vehicles be permitted).

Penalties for Violation of Parking Regulations: Vendors who violate any of the parking regulations for the Saturday Markets shall be subject to parking tickets.

### **APPLICABLE RULES FOR APPROVED VENDORS AND PRODUCTS**

1. Only those vendors issued a Market License To Sell are allowed to participate in the Farmers Market and only those products listed in the vendor's application may be sold. No other outdoor sales adjacent to the Market area will be permitted.
2. Only those products grown or produced by the vendor may be sold. The reselling of goods or the sale of goods which have been traded or bartered is not permitted without prior approval. Documentation of product legitimacy must be submitted upon request.
3. The sale of hobby ware, art objects, crafts, clothing or animals is prohibited.
4. Vendors shall conduct themselves in a manner that is courteous to other vendors, Market volunteers and the public. No loud music or noise shall be made or action taken during Market hours which interferes with the rights, comfort, and convenience of other vendors or the public.
5. Each vendor will be responsible for his / her own sales transactions, restocking of products, and the condition of his / her booth space.
6. No cooking will be allowed during Market hours without prior approval, and no products requiring refrigeration may be sold without prior approval (including, but not limited to, any type of meat, fish, poultry, eggs, and dairy products).
7. All vendors giving free samples are asked to provide a waste container in a prominent place for use by the public.
8. Vendors are asked to keep their sales areas clean and barrier-free during Market hours. Vendors are also asked to clear their space completely at the conclusion of the Market and haul the accumulated waste and containers home or deposit waste in a City-provided trash receptacle.
9. Vendors are asked not to bring pets to the Market for health and safety reasons.
10. The Anna Maria Farmers Market does not carry insurance policies to cover individual vendors. Vendors are therefore responsible for their own personal liability and product liability insurance. Vendors are asked to review their existing business and / or homeowners policies for coverage of this event.

**APPLICABLE RULES FOR APPROVED VENDORS AND PRODUCTS - Continued**

11. New Products: Requests for new products which are not eligible for sale within the current guidelines of the Anna Maria Farmers Market must be submitted in writing to the City of Anna Maria for consideration. Such requests must be submitted well in advance of the expected sale of the new product. Requests for new products will be reviewed periodically.
12. Vendors are asked to post weekly prices of their products in easy view of their customers.

**RULES FOR SALE OF SPECIFIC PRODUCTS**

1. RAW FRUITS AND VEGETABLES

- a. Produce must be grown from cuttings grown by the vendor or from seeds or transplants, and the final product may not be obtained by purchase or barter. Perennial crops leased or rented land must have been tended by the vendor for one growing season prior to the sale of the product.
- b. Only the freshest of fruits and vegetable may be sold at the Market. No unwholesome, overripe, or spoiled articles may be offered for sale (such as overripe tomatoes, bruised strawberries, etc.)
- c. If the vendor uses the term “organic”, the vendor must prominently post a statement of what constitutes the vendor’s meaning of organic.
- d. Produce must not be processed or adulterated, with the exception of properly sealed jams, jellies or chutneys as an accessory sale. Vendors may sell a mixed bag of produce or vegetables but may not process, including chopping or shredding, the fruits or vegetables without proper State Food license.

2. PLANTS, TREES, HERBS AND FLOWERS

- a. All plants and trees must be grown by the vendor from seeds, cuttings, or plugs.
- b. Purchased plant materials must be grown on the vendor’s premises for at least 60 days before they can be offered for sale in the Market.
- c. Sales of flowers are limited to those actually grown by a vendor and to those sold by licensed and approved Coral Gables retail florists.

3. HONEY

- a. Honey must be produced by bees kept by the vendor in the State of Florida.
- b. Honey must not be adulterated, but vendor may sell raw beeswax and honeycombs.
- c. No live or active bee hives are permitted at the Market for demonstration or other purposes.

4. PREPARED FOOD PRODUCTS (GROWERS)

- a. The processing vendor must produce the major ingredient and / or must be actively involved in the production of the product.
- b. The vendor may not have a retail outlet except at the plant or farm.
- c. A State of Florida license is required.

5. BAKERIES / ALL GOURMET FOOD VENDORS

- a. Vendors in this category must be licensed and approved retail operations (bakeries or restaurants).
- b. The vendor may not sell items made from purchased pre-made dough, batters, crusts, or dry ingredient mixes. For example, the shortening (fats and oils), the leavening, and the salt must be added by the vendor to comply with this rule.
- c. The vendor may use pre-made frostings and filling, but if he or she does so, he / she must prominently post for the customer the fact that pre-made frostings and / or filling have been used.
- d. No day-old or second quality items should be sold at the Market.

**ENFORCEMENT OF MARKET POLICIES**

All persons who sell in the Market (daily vendors as well as season space holders) will have completed an “Application for Membership in the Anna Maria Farmers Market” and been approved prior to selling in the Market. Applications may be obtained from the City of Anna Maria. This application will constitute an agreement between vendors and the Market to abide by the policies and guidelines governing the Anna Maria Farmers Market. The City of Anna Maria reserves the right to waive a regulation or make adjustments that are in keeping with the intent of the Market Program. In the event that a rule or guideline is not adhered to, the City of Anna Maria reserves the right to rescind the vendor’s privilege to sell and to refund the vendor’s fees, on a pro-rata basis.

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For further information, please contact:

**THE CITY OF ANNA MARIA  
10005 GULF DRIVE, PO BOX 779,  
ANNA MARIA, FLORIDA 34216**

**Tel: (941) 708-6130, Ext. 121**

**Fax: (941) 708-6134**

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