



2011

PENN STREET MARKET APPLICATION

Vendor's Acknowledgement of Rules and Procedures

The Penn Street Market Executive Board has approved the following Vendor to operate a farm market stand at 8th and Penn Streets, Reading. This property is owned by the Reading Redevelopment Authority, City of Reading, 815 Washington Street, Reading, and provided to Penn Street Market for purposes of providing a local supply of fruit, vegetables and other food commodities. This approval is conditioned upon the Vendor's agreement to adhere to the rules and procedures set forth below. The Vendor is identified as follows:

Name of Vendor: _____

Business Address: _____

Business Telephone Number: _____

Cellular Telephone Number: _____

Business Email Address: _____

Web site: _____

This document sets forth the basic rules and procedures under which the Vendor agrees to operate. The signature of the Vendor below is an acknowledgment by the Vendor that he/she: (1) has read this document thoroughly; (2) understands its contents; (3) agrees to abide by the rules and procedures set forth herein; (4) has been provided a copy of this document; and (5) understands that failure to abide by the terms of this document may result in the Vendor being required to cease operations and remove his/her farm market stand from Reading Redevelopment Authority property, thereby forfeiting any security deposit paid to the Market.

3. Business Coordinator.

If there are four or more Vendors operating farm market stands, they shall elect or agree upon a single “Market Coordinator” to represent the market.

The Market Coordinator shall serve as a contact person through whom messages shall be disseminated to the other Vendors at the Penn Street Market. The Vendors shall cooperate with the Market Coordinator, and shall not impede or interfere with the Market Coordinator performing the duties described under these rules and procedures.

4. Vendor Responsibilities.

The approval of a Vendor by Penn Street Market is only valid for a single marketing season. A Vendor must obtain the approval of Penn Street Market to operate a market stand *each season*.

A person must submit a Vendor application on or before May 1st at the start of the marketing season with respect to which approval is sought. That application must be approved by the Penn Street Market Coordinator or the Executive Committee (consisting of the president, vice president, and secretary) by a two-thirds vote *before* the vendor can establish or operate a market stand. A market vendor deposit of \$150 will be remitted by the Vendor, along with the application. This sum will be returned at the end of the market season unless forfeited due to non-compliance with the terms of this agreement.

A Vendor application will not be considered “submitted” until it is received (whether by mail, fax, personal delivery or other means) at the following address: Sheila Miller, Berks County Agricultural Coordinator, 1238 County Welfare Road, Suite 110, Leesport, PA 19533, telephone 610-898-5482, fax 610-378-7961. **(Return pages 1 and 2 of this document after making copies; retain pages 1-5 for your records).**

If Penn Street Market requires the Vendor to leave the market for any reason, it will provide the Vendor with written notice of this requirement.

The Vendor will charge reasonable prices for products sold. All prices must be clearly displayed. In addition, a Vendor will not undercut another Vendor by pricing products below profitable levels.

A Vendor may not offer low-quality products for sale that do not meet the standards of Penn Street Market or misrepresent the quality of any product to the consumer.

A Vendor shall keep the market stand area litter-free. A Vendor shall also work cooperatively with other Vendors to keep the common market area litter free. If this common area is not kept litter-free, and the source of the litter is not readily attributable to a single Vendor, property owner Reading Redevelopment Authority may require *all* of the Vendors to leave the market. If the litter is attributable to a single Vendor, *that Vendor* may be required to leave the market. A Vendor shall not dispose of unsold merchandise in on-site trash receptacles.

A Vendor who desires to post or erect any temporary sign, banner or printed advertisement shall - *prior* to erecting or posting the sign, banner or advertisement - obtain the approval of the Penn Street Market coordinator. Approval may be withheld at the sole discretion of the market coordinator. Vendor must adhere to any prohibitions, requirements or limitations imposed by the City of Reading and the market coordinator on this subject.

A Vendor using a motor vehicle or trailer to load or unload goods or supplies at a market stand will – upon completion of loading or unloading - promptly move the vehicle or trailer to the designated parking area as determined by the Penn Street market coordinator, unless other conditions have been previously approved.

The Vendor will secure and maintain a policy of insurance to insure the Vendor against liability for injuries to persons and property arising from the vendor's direct operation of his or her market stand. The Vendor shall provide the market coordinator with a valid certificate of insurance prior to occupying and operating the market stand at the Penn Street Market. The policy shall contain minimum coverage limits of \$100,000 per occurrence and \$500,000 in the aggregate.

5. Qualifying Vendors.

The Penn Street Market Coordinator or Executive Committee will act as the approving authority for Market Vendors. The approving authority may disallow an application in full or part for any *bona fide* reason. These reasons might include (but are not limited to) the following:

- Insufficient space.
- Insufficient customers.
- Non-approved items.
- Excess supply of products being sold.
- Prior violations of these rules and procedures.

6. Stands.

The Vendor shall maintain its market stand so that it is hazard free, litter free, reasonably attractive and fair to neighboring stands.

The placement of Vendor stands within the market will be determined solely by the Market Coordinator.

7. Days and Hours of Operation.

The marketing season begins June 3rd or as determined by Penn Street Market Executive Committee. The market will close the first Friday of October, unless extended by the Committee at the request of participating vendors.

Hours of operation are subject to the consensus of Vendors, but will be between the hours of 10:30 a.m. and 2:30 p.m.

Vendors must be ready to sell at the 10:30 a.m. opening time on market days and remain open until the closing time of 2:30 p.m. Sales before or after the scheduled market hours are at the discretion of individual vendors. Failure to be in place each Friday during these hours, throughout the market season, may result in forfeiture of security deposit. It is the responsibility of the vendors to notify the Agricultural Coordinator Sheila Miller of any absences which must be pre-approved and agreed to by the Penn Street Market Executive Committee.

8. Vendors, Products and Product Sources.

At least 50% of the Penn Street Market Vendors shall be farmers who grow at least 50% by gross sales of agricultural products they sell over the course of a market season. These products must be grown on their farms they own or rent. When selecting Vendors for the market, farmer vendors will be given priority. Other food vendors that offer complimentary food products for retail sale will be considered and approved on an individual basis. Vendor's value-added or non-food items, such as homemade crafts, cannot exceed 50% of gross sales for a market season. The Executive Committee may approve additional vendors whose presence will enhance Penn Street Market sales.

A Vendor may sell the following products at the Penn Street Market.

1.) Raw/Unprocessed Ag Products

- Fruits
- Flowers
- Herbs
- Honey
- Maple Syrup
- Melons (whole or halves)
- Nuts grown in Pennsylvania
- Ornamentals (gourds, corn shucks)
- Potted Plants
- Shell Eggs
- Vegetables

2.) Value-Added/Processed Ag Products:

(manufactured by the vendor at vendor's location and with vendor label. (processed from the vendor's grown products)

- Canned Goods
- Cider (not less than a ½ quart)
- Fruit Baskets
- Candles
- Honey Soap
- Maple Syrup Candy
- Preserves (in a jar)
- Baked Goods

All items must meet state and local health standards and regulations. A Vendor may not sell any product that is not on the list set forth in the preceding paragraph unless the Vendor gets approval from the Penn Street Market coordinator at the address or fax number set forth above, describes the product and receives written permission to sell that product.