



The mission of the Midland Downtown Farmers Market is to create a sense of community as well as promote local businesses, artisans, and producers. Our goal is to not only offer an outlet for these products but to also bring the community together for an event that celebrates our local diversity and choice.

We congregate at 404 North Colorado Street in Midland, TX every Saturday all year round. All vendors make, create, or raise what they sell, and all are your neighbors. We offer a variety of goods and services including, but not limited to, sustainably grown produce, local honey, locally raised meats, handmade body care products, baked goods, handmade jewelry, all natural doggy treats, hand-knitted products, pickled and canned products, fair trade organic coffee, and so much more.

MARKET ORGANIZATION

Welcome to the Midland Downtown Farmers Market!

The market is a 501(c)(3) nonprofit organization. There are seven Board members on the MDFM Board of Directors. Board members are appointed by the Board. New Board members are carefully chosen for their dedication to the market, and their willingness to serve.

Established in 2007 by Mathew Hanson, the Midland Downtown Farmers Market became a nonprofit organization in 2010 and the name was trademarked in 2015. We are a Texas Certified Farmers Market which means all items available at the market must be made, grown, or produced in Texas. MDFM does not allow the resale of items, everything must be made, grown, or produced by the person bringing them. The Midland Downtown Farmers Market encourages diversity and does not discriminate based on gender, race or religion.

2025 BOARD MEMBERS

President – Tyler Brawley (Typickle Pickle)

Vice President - Barbara Cox (C3 Farm & Cafe)

Treasurer – Elaine Blount (Shade Tree Salsa)

Secretary - Jackeline Mandujano Dominguez (Dominguez Farms)

At Large - Angel Brito (Odessa Charcuterie)

At Large – William Carter (E3 Farms)

At Large – Jamie Goodgame (The Soap Company)

The Board has adopted the following rules and regulations and may, at any time, amend, delete or modify its policies, rules and regulations.

Weekly Market Fee - \$40

Electricity Fee - + \$10

Market Fee must be paid through PayPal.

ON-SITE MARKET DIRECTOR: BARBARA COX

EMAIL: C3FARM2005@YAHOO.COM

CELL: 432-425-3479

OFF-SITE MARKET DIRECTOR: SAMANTHA BORGSTEDT

EMAIL: mdfmmarketdirector@gmail.com

CELL: 806-789-4177

MARKET SCHEDULE:

The market meets every Saturday morning all year.

Hours from April through October will be 8:00am to 12:00pm.

Hours from November through March will be 9:00am to 12:00pm.

Any changes to schedule will be communicated to the vendors and public through email, social media and listed on our website, www.midlanddowntownfarmersmarket.com.

MARKET LOCATION: 404 N. Colorado Street, Midland, Texas

APRIL - OCTOBER SET-UP HOURS: 5:30-7:45 am

NOVEMBER – MARCH SET-UP HOURS: 6:30 -8:45 am

YEAR-ROUND BREAKDOWN AND CLEAN-UP TIMES: 12:05-1:30pm

VENDOR GUIDELINES

These guidelines and policies are incorporated in and are part of the Midland Downtown Farmer's Market Application. It is the responsibility of each vendor to familiarize themselves and their workers with this information.

In case of any dispute as to the meaning of the guidelines and policies or their application, the decision of the Market Director or assigned designee shall be final. A copy of the Guidelines and Policies are on the market website:

www.midlanddowntownfarmersmarket.com.

Any right or privilege of a vendor to sell any product on the grounds of the Midland Downtown Farmer's Market may be immediately revoked without refund in the vendor fails or refuses to comply with the terms of the guidelines and policies.

The Midland Downtown Farmer's Market reserves the right to prohibit anyone from selling or any product being sold. The Midland Downtown Farmer's Market is not responsible for any loss or damage. There will be NO DISCRIMINATION according to race, color, creed, sex, religion, age, or nationality.

STAYING IN TOUCH

Once you are approved by the Midland Downtown Farmers Market Board you will be put onto the market directors mailing list - EMAIL IS A MUST FOR ALL VENDORS! All announcements, events, and notices will be made through the Email so it is imperative that you have access to an email service and are able to use it several times each week.

The Midland Downtown Farmers Market has Facebook and Instagram pages that are updated frequently to keep the community interested in the market. We recommend all vendors have a Facebook page for their business, they are free, easy to set up (we can help if needed) and offer a way to have your name out there for potential customers with very little upkeep. You can find the MDFM Facebook page here

<https://www.facebook.com/midlanddowntownfarmersmarket>

NO SOLICITATIONS

No soliciting by political, commercial or other special cause groups or individuals is permitted within the market boundaries during market hours. If you witness this kind of activity, please alert the Market Director. Our mission is to assist our vendors in earning a sustainable living and any activist encouragement or commercial endeavor that inhibits our vendors from conducting regular business will not be tolerated.

LOGO USAGE

Those wishing to use the Midland Downtown Farmer's Market logo must apply in writing to the Board of Directors, explaining how the logo will be used. The Board of Directors will make a decision at its next regularly scheduled meeting and will respond in writing.

PRODUCTS SOLD AT THE MIDLAND DOWNTOWN FARMERS MARKET

Farm Fresh Products:

Farmers and ranchers are our priority at the Midland Downtown Farmers Market, even gardeners with just a few bushels of goods are important to us. We are here to help you get your harvest to the Permian Basin community, and we encourage those interested to stop by and see the market, visit with our vendors, and see if you would like to join our growing market family!

Includes fresh fruits and vegetables, herbs, nuts, honey, dairy products, eggs, poultry, mushrooms, meats, fish and shellfish. Also included in this category are fresh flowers, nursery stock and plants.

All fresh farm products must be grown or produced in the State of Texas. All products must be grown or produced by the seller. Vendors must be an active owner and operator of the farming operation and may not be operating the business under a franchise agreement.

Value Added Farm Foods:

Includes preserves, jams, jellies, cider, wine, syrups, salsas, smoked meats or fish, dried fruits, flours and salad dressings. Also includes, granola, cookies, muffins, breads, pies and related take home desserts. All value-added farm foods must be made from products/ingredients provided by the vendor. Vendors in this category must have personally cooked, canned, baked, preserved or otherwise treated the product to sell.

Vendors must have all required state, county and local food permits including any necessary food handling license.

Prepared Foods:

Includes freshly made food and beverages available for sale and immediate consumption onsite. Vendors must be active owner/operator of the business and may not be operating under a franchise agreement. **Vendors must have all required state, county and local food permits including any necessary food handling license.** The application for a permit to sell shall include a complete list of menu items and beverages.

Food Sampling:

Producers may offer samples of their items at the market, the state does not require you to obtain a food handlers license to offer samples but these rules set forth by the state must be followed:

- Have potable water available
- Distribute the samples in a sanitary manner
- Wash any produce intended for sampling with potable water to remove any visible dirt or contamination
- When preparing the samples, either wear clean, disposable plastic gloves or observe proper hand washing techniques immediately before preparation;
- Use smooth, nonabsorbent, and easily cleaned (i.e. metal or plastic) utensils and cutting surfaces for cutting samples, or use disposable utensils and cutting surfaces;
- Samples of cut produce and other potentially hazardous foods shall be maintained at a temperature of 41°F or below and discarded within two hours after cutting or preparation.

Soap/Bath/Body Vendors :

All bath and body products are to have a label attached to it listing all ingredients. The label must include:

- Product identity
- Product weight
- Where the product was made

- All marketing copy must be true and not misleading
- List of ingredients

Artisans/Crafters:

Art must be produced by the vendor. Products must be of the highest quality, hand-crafted and may not be imported. Artisans must submit pictures of pieces of their work with their application.

Miscellaneous:

Vendors not fitting into the defined categories will be considered on a case-by-case basis.

HOW MARKET VENDOR PARTICIPATION IS DETERMINED

Our goal, working with each vendor, will be to create a fun, colorful and educational environment for our customers and their families.

Market Staff:

It is the responsibility of the Market Directors to implement market policies. This includes overseeing vendor participation and booth assignments. Market set-up, collection of fees, providing information on market policies and assuring vendor compliance with all market policies. The Market Directors will also be responsible for public concerns and vendor complaints serving as the conduit between vendors/consumers and staff. The Market Directors have complete authority to interpret and implement policy at the market site, and make all decisions regarding market participation, booth assignments and other market operations. If the Market Directors are unavailable during a market, the Market Director will appoint an on-site member to fulfill duties as outlined.

Vendor Selection:

The Board of Directors will make vendor participation decisions based on quality, originality, comparability with market mix as well as vendor performance and seniority. **No vendor will have guaranteed return rights to the market from season to season and no**

specific space is guaranteed. The Market does not offer exclusive rights to vendors to sell any one product.

Market customers benefit from having a choice; however, if the Midland Downtown Farmer's Market believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry. Copying other vendor products, labels, creativity will be grounds for dismissal.

HOW BOOTH ASSIGNMENTS ARE MADE

Booth assignments will be made based on the following criteria:

- Available space in the market.
- The need for a specific product and the vendor's ability to produce it.
- Prior Market participation and history at the market.
- Vendor seniority.
- Product mix.
- Vendor performance: good product quality, good display and signage, ability to follow Market Policies and Guidelines and Market Director's direction, punctuality, clean-up, prompt notification when cancelling, etc.

The Market Director will make every effort to keep booth spaces consistent throughout the season.

VENDOR RULES

Cancellations and No Shows:

If you have to cancel, you need to inform the Market Director. 24+ hours notice needs to be given for a refund, otherwise booth fees are not refunded. We are also a rain or shine market, meaning we are open rain, snow or sunshine.

Courtesy and Conduct:

Vendors and their representatives are expected to conduct themselves in a safe, courteous, and harmonious manner with customers, Market Director and other vendors.

Any language or behavior that jeopardizes the normal operations of the market will be grounds for dismissal.

Please keep trash picked up in your area. We like to keep the grounds looking as beautiful as we can. A quick once over to make sure that you are not forgetting anything when you leave is also appreciated.

Canopies, Tarps, Tents:

Due to the nature of the hot and sunny weather, we strongly encourage all vendors to provide a canopy cover for their sale and customer area. All canopies, tarps and tents need to be weighted as winds in Midland are notoriously strong at times. Vendors will be held financially responsible for any and all damages to property caused by improperly secured canopies. Each canopy leg must have no less than 20 pounds anchoring each leg, or 50 pounds anchoring each umbrella. Weights should not cause a tripping hazard, should have soft or round edges to avoid cuts and scrapes, and should be located at ground level (not hanging where people can run into them).

If high wind weather conditions (25+ mph) arise during market hours, take your canopy down and direct market visitors out of the way so that they are not injured.

Wind is the major culprit in many instances of inventory loss at the market. The Midland Downtown Farmer's Market is not responsible for any loss or damage caused by failure to comply.

Staffing the Booth:

Owner or family member must be present to sell.

Punctuality with Set-up and Breakdown:

Vendors MUST BE at the Market 30 minutes prior to the Market opening. Vendors MUST BE ready to sell at the Market start. Vendors are not permitted to leave early unless arrangements are made with the Market Director. Vendors must provide their own canopy, tables, chairs, scales, containers, change, pricing, bags, signage, trash receptacles and

any other item required for their booth display and operation. Vendors may not be approved to leave early if the Market Director deems teardown and existing Market could cause unsafe situation for customers or vendors. Do not set up your canopy or items until you have moved your vehicle out of the way, if someone is blocking you and you cannot pull through, feel free to start unpacking but be sure to move your vehicle as soon as you can. If you are in a hurry and someone is unpacking their items so that you cannot park, you can speed up the process by lending a hand to the person in front of you. You may not honk, or be rude in any way to the other vendors.

Vendor Identification and Signage:

All vendors must have a sign prominent in their booth listing their booth name clearly visible to all market visitors.

Taxes and Fees:

The Midland Downtown Farmers Market and its Board members are not responsible for any taxing or sales permits you may need for your booth. All vendors should be aware of any licensing or regulations and must comply with local, state, and national rules regarding the sale of their products. It is the responsibility of all vendors to follow Health Code Regulations as set up by the city of Midland and the state of Texas. Representatives from the Texas Comptroller do visit the market on occasion checking tax ID's so it is best to be prepared for their visit.

Handling Complaints:

Complaints from market visitors are taken seriously and may also result in forfeiture of the right to sell at the market. The market director will discuss problems and complaints with the vendor and a plan of action will be agreed upon, if the vendor fails to correct the problem or more complaints are received, the vendor could forfeit the right to sell at the market.

Vendors are encouraged to voice any complaint, concern, idea, or compliment with the market director and the Board by emailing the Market Director at mdfmmarketdirector@gmail.com.

All information shared with the market director is only shared with MDFM Board members and is always kept strictly confidential. Vendors may request a face-to-face meeting with the Board if they wish to contest the decision made by the market director.

Pricing:

Vendors will determine their own pricing. Collusion among vendors to set prices or pressure another producer to set prices is against the law and could result in forfeiture of the right to sell at the market

Prices must be clearly posted and legible on all products for sale at the market. Producers may use a menu Board with their prices per pound listed on it, those vendors with products such as jars or containers must have a price on each item.

Enforcement:

Failure to follow these guidelines will result in:

First violation – a written warning

Second violation - \$25 fine

Third violation – vendor will be suspended from the Market

Emergency Procedure

There are instances in which an emergency would be called during market hours:

- **Fire:** If you see a fire at the grounds of the Museum, the first thing that should be done is to call 911. After that you should notify any Board member who will take control of the situation.
- **Severe Weather:** Occasionally a weather situation may present itself and the market will be forced to close. In this situation a Board member will alert every one of the impending weather situation and will direct everyone to start packing up and leave the

Museum grounds in an orderly fashion. Visitors will be asked to step out of the driveway so that vendors will be able to pull their vehicles up to load and leave.

- **Medical Emergency:** If there is a medical emergency, call 911 and alert any Board member.
- **Missing person:** In case of a missing person (child) a Board member will post people at both entrances to the driveway and at the west side of the Museum building to monitor the crowd and another Board member will lead a search through the market for the missing person.

Nonprofit Guests

As a nonprofit organization, the market realizes the benefit of getting the word out to the community about what you do. Our nonprofit guests are held to the same rules and procedures that our regular vendors are held to, please make sure that anyone who is going to be attending your booth is also familiar with the rules.

The distribution of food, for sale or for free, is not allowed. Limited promotional items, such as T-shirts and memberships or the sale of tickets to upcoming events are acceptable, all other items must be disclosed to the market director for approval before they can be sold at the farmers' market. The selling of promotional items by non-profits will cause it to be considered a regular vendor booth and will require a \$40 booth fee.

As a guest of the market, your visit will be publicized in all MDFM media, the market director will contact you should any more information about your organization be needed. Please send any pertinent information or organizational logos that may be needed, as well as any special requests or needs to the market director. The Midland Downtown Farmers Market would appreciate any publicity your organization utilizes for this visit to include the Midland Downtown Farmers Market name or logo, this is not a requirement, but we would be very thankful for the mention.

The Midland Downtown Farmers Market tries to create an environment where customers and visitors of the market feel welcome and comfortable, and to create this atmosphere political or religious organizations are not allowed to obtain booth spaces.

TIPS FOR SUCCESS

People who visit the farmers market are there for specific reasons.

- They want to support local farms and artisans
- Eating fresh and healthy is important to them
- They enjoy the atmosphere and the community ‘feel’ of the market

You want to tap into those reasons if you want to be successful at the market. Every single item you bring needs to be of the highest quality, with thought and care taken in every aspect of your product down to the smallest detail. Dirty labels, and a disorganized booth lead the visitor to think that you do not care about what you are doing, so why should they care to buy from you.

Have business cards ready to hand out and *hand them out!* It is a small investment that can pay off. The customers at a farmers’ market are there because they want to *know* the people who grow/make their food, they want to feel connected to those people so make sure you personalize the shopping experience with your customers. Engage in conversation with your visitors, asking them questions and sharing tips and ideas for how to use your product helps customers feel connected to you and your items. The more you engage in conversations with your visitors the more likely you are to make a sale.