



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 in downtown Midland, TX every Saturday from the first Saturday in April until the last Saturday in October. We also have winter markets that meet on the second and fourth Saturday of each month so that you can take advantage of the beautiful year-round produce the local farmers grow!

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.

Welcome to the Midland Downtown Farmers Market!

The market is a 501 (c) (3) nonprofit organization. There are five 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 after a move from downtown Midland to the Museum of the Southwest. As of the close of the 2019 season MDFM consisted of over 65 vendors bringing the best local flavors to the Permian Basin on Saturday mornings.

We are a Texas Certified Farmers Market which means that 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.

Current Board Members 2020

President – Deann Yates (Flying Y Farms)

Vice President - Barbara Cox (C3 Cafe)

Treasurer – Elaine Blount (Shade Tree Salsa)

Secretary - Beth Ruhland (The Soap Company)

At Large - Jackeline Mandujano Dominguez (Dominguez Farms)

At Large - Brenda Trevino (Brenda's Sweet Shop)

Market Director - Samantha Borgstedt

Vendors General Guidelines

The market meets every Saturday morning April-October and twice a month November-March. Any closures due to Museum of the Southwest events will be communicated to the vendors and public through email, social media and listed on our website, www.midlanddowntownfarmersmarket.com.

The market does not close due to weather conditions unless the streets are closed or there is a travel advisory issued for our area. Our hours are 8:00 a.m. until 11:00 a.m. every Saturday from April through October. From November through March we are open every other weekend and hours are 9:00 a.m to 12:00 p.m.

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.

All vendors must have a sign prominent in their booth listing their name, business name, and contact information must be included. This sign can be as small as an 8x10-inch frame, but must be clearly visible to all market visitors.

The fee for a booth is \$20.00.

We require pre-payment for spots, and payment must be made before you will be assigned a booth space. The market director will send out an email on the Monday prior to the Saturday, and you can pay with debit/credit card.

Nonprofits are free - arrangements must be made with the Market Director first. If you plan to sell items for your non-profit, you will need to pay the \$20 booth fee.

Electricity is available at the museum if you need to plug anything in, the cost is \$10 per Saturday and will be collected each Saturday.

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. The market director and Board members of the market may ask to see your licenses, permits or certification at any time so please have them with you at the market. A list of the most common licenses and permits are included in the vendor categories section of this document. 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. MDFM does require proof that your food product is produced in a licensed kitchen, and may request to see your food license and inspect your kitchens if your food item does not fall under the protection of the Texas Cottage Food Law.

Vendors' products are expected to be of the highest quality (taste, freshness, and craftsmanship). The Board reserves the right to revoke a vendors' right to sell at the market at any time if the quality of the vendors' products or packaging does not meet the standards of the market or health department.

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.

The Board will be kept apprised of all situations with vendors at the market and the vendors may request a face to face meeting with the Board if they wish to contest the decision made by the market director.

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.

Hawking (this means to sell goods by attracting the attention of people by calling out or walking through the market trying to sell your items) is strictly prohibited. Vendors may not go to other vendors booths trying to sell items. At the end of the market vendors are free to give any leftover produce away or offer it at a reduced price to other vendors, but this is not allowed until after the market ends.

Disparaging remarks about the Midland Downtown Farmers Market, any market vendor, market patron, or the Museum of the Southwest, will not be tolerated and could result in the vendors right to sell at the market being revoked. The market director is responsible for resolving vendor disputes.

Complaints about another vendor should be brought to the attention of the market director through email so that the problem can be resolved. All complaints will be investigated in complete confidence and appropriate action taken without revealing the identity of the complaining person. If a vendor is suspended the vendor may appeal the decision to the Midland Downtown Farmers Market Board whose decision shall be final.

The Midland Downtown Farmers Market is a family activity, please refrain from using profanity. All items brought to the market must be family appropriate and may not contain profanity, or adult content.

If a vendor has a problem with another vendor, a patron of the market, or a problem with the market (including management or direction,) the vendor should bring it to the attention of the market director so that the problem can be addressed. If a vendor has a problem concerning the market director the vendor can bring their concern to a Board member, Board members are listed at the beginning of this publication along with their business name so that you can easily identify them.

Posting problems with the market, market management, or market vendors on any social media outlet, or discussing these problems with customers while at the market is not allowed and will result in the vendor losing their right to vend at the market.

The Museum of the Southwest is a smoke free campus, if a vendor wishes to smoke, they must leave the museum campus to do so. All cigarette butts must be properly disposed of, littering could result in a fine as defined by the City of Midland.

The Midland Downtown Farmers Market is a pet friendly activity for our visitors and our vendors, please remember that every domestic animal must be on a leash held by its owner or securely fastened to a stationary object that cannot be easily moved by the animal. What is stationary to a small poodle would not be stationary for a mastiff, so please be sure that the item you have tethered your pet to is sufficient for your animals' size. There is a pet station right inside the gate to the museum on K Street, you can find poop bags and a place to dispose of those bags there, so please pick up after your pet (dogs are welcome at the museum, but poop is not)

Please keep trash picked up in your area, we are very lucky to be welcomed to the Museum front lawn and 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 recommended.

Children are not allowed to climb on the fences, statues, porch, or any structure on the grounds of the Museum. If you see anyone climbing or sitting on a statue near you, please ask them to get down or have someone get the market manager to take care of the situation. Vendors are welcome to bring their children with them to the market, but please be in control of your children at all times. Please make sure that your children are aware that they may not enter or 'cut through' any vendors booths while at the market, they may play in the grassy areas behind the booths but they are not permitted to use vendors booths as their playground or hiding space. Continual complaints about a vendor's children by market visitors or other vendors may result in you being asked not to bring your children with you to the market.

As a courtesy to market vendors the coffee booth (C3 Farms) offers vendors a discount on drinks (\$1 coffee, \$1 off all other drinks), and the herbal tea booth (Essentials) offers vendors \$1.00 drinks. Just make sure you tell them that you are a vendor so that they know to give you the vendor price.

Rest room facilities are available at 9:30 a.m. in the main building of the museum. This is located directly in back of the front lawn where the market sets up, just follow the driveway West and instead of proceeding out the gate turn to the left and follow the walkway to the back of the museum.

You will see a short flight of stairs and a large double door, you will find the museum attendants there who will direct you to the restrooms (around the corner to the left.) If for some chance these doors are locked you can proceed North along the walk way to the children's museum (the rounded building to the north of the main building) which may be open.

Vendor Placement

Please note that no vendor is guaranteed a spot from week to week or season to season, placement is at the sole discretion of the MDFM Market Director and the MDFM Board. The market director will try to keep booth spaces in the same location throughout the season; however, due to seasonal crops and the possibility of two vendors with like items being placed next to each other, these assignments may be shifted as needed. The focus of the market is the farmers who attend it, therefore all placement and booth assignments will always favor local farmers. The Board members can be assigned spaces 33 through 36 on the market chart below because these spaces have the best view of the entire market on Saturday morning.

Booth locations are assigned according to need - large scale farmers are assigned the spaces closest to the gates so that it is easier for them to unload. Food vendors with items that can spoil in the sun are assigned spaces on the South side of the driveway so that the back of their booths get the sun and the front of their booths stay mostly shaded.

Other factors that may affect your placement in booth location are the vendors consistent attendance during previous market seasons, the vendors ability to attend the entire market season, the special needs of the items the vendor is bringing, and seniority are all taken in to account. (If you are not there every week you may not have the same spot each time you return to the market.)

Correspondence and Media

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 mailing lists so it is imperative that you have access to an email service and are able to use it several times each week.

The MDFM market director sends out an email to all vendors on the Monday before a scheduled Saturday market, vendors who wish to attend the market must respond to this email to be guaranteed a booth space. Payment is expected with your affirmative reply. If you do not respond to the Monday email you will not be included in the MDFM newsletter or on the social media the market employs to inform the community of what vendors will be at the market. The market director will respond to your emails requesting a spot on Saturday with your booth placement for that week. Vendors who show up to the market on Saturday morning without replying to the email (or calling to alert the market director of their wish to attend the market) will have to make due with whatever space is available.

If a vendor cannot attend the market after requesting a booth space, they must text, email, or call the market director as soon as possible so that arrangements can be made to fill the spot that will be left open. No refund will be provided.

The Midland Downtown Farmers Market has Facebook and Instagram pages that are updated frequently to keep the community interested in the market. On Friday mornings the list of vendors is posted on Facebook so that visitors know what vendors will be available at the market on Saturday morning. You must like the MDFM page for us to be able to link to your page (and send potential customers your way.)

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>

While the market director tries very hard to keep all media updated and correct, there are times when a vendor's information is left out or disappears from the newsletter, which is why it is important to have a Facebook page for your business. If that happens, the vendor can go to the MDFM Facebook page on Friday mornings and watch for the post about who will be attending and add their information if it was left off, or if the vendor has a sale or special interest item that will be available on Saturday morning. The MDFM Facebook page has over 11,000 followers which makes this a very useful way to advertise your business.

Vendor Categories

All new vendors must submit a vendor application and be approved before vending. Already approved vendors must contact Market Director to update any contact information or changes that may have come about and to aid in scheduling farm and/or kitchen visits. Vendors wishing to add new items to their booth, must get them approved by the Market Director before adding. This is only for items of a different category; for example, a baker vendor does not need to get brownies approved if they are already allowed and vending cookies and cakes. Be aware that if you bring an item that you have not been approved for you could be asked to remove it from your booth.

If you wish to add an item to your booth you must fill out the form for approval of a new item. All forms for vendors at the market are located on our website.

If you are not an agricultural producer (farmer, rancher, etc.) and are absent from the market for four consecutive markets without contacting the market director, you will be dropped from the vendor list and will have to re-apply to become a vendor. Craft vendors, if you are absent from the market for more than four months without contacting the market director you will be dropped from the vendor list and will have to reapply to become a vendor again.

Be advised that vendor spaces at the market are in high demand, and there is a waiting list of vendors wanting to participate at the market so we cannot promise that once dropped from the vending list you will get back in.

Produce Vendors

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!

With the success of the Midland Downtown Farmers Market, the rules for accepting produce vendors have changed. Starting in 2017, produce vendors must fill out the Vendor Application and include all crops they plan to grow and sell. The Board may at any time schedule an appointment with the producer and visit their farm, verifying the producer is growing their products which they sell at the market. Farmers are not permitted to sell any produce or products not grown and/or picked by themselves or immediate family members.

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.

Honey Vendors - Small honey production operations may sell honey directly to consumers at farmers markets in accordance to Health and Safety Code Chapter 437, Section 437.001(7). The honey must be labeled in accordance with Subchapter E, Chapter 131, Agriculture Code and must include the net weight of the honey expressed in both the avoirdupois and metric systems, the beekeeper's name and address, and the statement, "Bottled or packaged in a facility not inspected by the Texas Department of State Health Services."

Cattle and Poultry Vendors - Meat or poultry products must be processed in compliance with the regulations for livestock processing (Texas Health & Safety Code Chapter 433.) A temporary food establishment permit is also required.

Fish Vendors - Fishermen must possess a license from the TPWD or the fish and other cultured species must be produced and raised in a facility that has an aquaculture license from TDA. A temporary food establishment permit is also required.

Egg Vendors - The labeling requirements of the Egg Law, Section 15.8, state that a producer must also label the stock cartons with the word "ungraded", in addition to the producer's name and address. Egg producer that sells only ungraded eggs from their own flock to consumers at a farmers market are exempt from licensing by the Texas Department of Agriculture. Eggs brought to the farmers market for sale must be stored at a temperature of 45° Fahrenheit or less and meet the specific labeling requirements stated above. Unfortunately, this means that eggs cannot be set out on tables for display, but must be kept in a cooler until the time they are sold (though you are welcome to have one carton set out on the table for display as long as customers are given cartons that have been kept in the cooler.)

The sale of live animals at the Midland Downtown Farmers Market is prohibited – No live chicks, or any other animal may be brought to the market to sell or to give away. The only animals allowed to be brought to the market are those brought by the animal rescues, or vendors personal pets (on leashes please)

Organic Farmers - Farms and processors with their exempt from USDA NOP standards and may label products as organic without USDA organic certification. If a vendor's gross income exceeds \$5000, they must be certified to make the organic claim.

Certification costs vary depending on the size of your production operation and on the accredited agency you choose to use. In general, organic certification costs run between \$200 – \$1500. Your costs will include an application fee, site inspection fee, and an annual certification fee. Of course, your total costs will also include any expense you must make to bring your growing and production processes into compliance with National Organic Program standards. The Texas Department of Agriculture has a cooperative agreement with the United States Department of Agriculture to provide cost share assistance to producers, processors, distributors or other handlers of organic agricultural products. More information about organic certification can be found here <https://www.usda.gov/topics/organic>

Food Item Vendors

The Midland Downtown Farmers Market allows foods produced in home bakeries under the Texas Cottage Law to be brought to the market to sell. All vendors of food items must have an up to date food handlers license which can be obtained for only \$7.99 at <https://www.efoodcard.com/tx>. There is a larger list of food handlers online training courses at <https://www.dshs.texas.gov/food-handlers/training/online.aspx>

All items brought for sale must be labeled according to the Texas Cottage Law guidelines, you can find many answers to any questions you may have about the Texas Cottage Law at this website <https://texascottagefoodlaw.com/>.

A cottage food production operation is defined as an individual, operating out of the individual's home, who:

- Produces a baked good, candy, coated and uncoated nuts, unroasted nut butters, fruit butters, a canned jam or jelly, a fruit pie, dehydrated fruit or vegetables, including dried beans, popcorn and popcorn snacks, cereal, including granola, dry mix, vinegar, pickles, mustard, roasted coffee or dry tea, or a dried herb or dried herb mix.
- Has an annual gross income of \$50,000 or less from the sale of the described foods

- Sells the foods produced directly to consumers at the individual's home, a farmers' market, a farm stand, or a municipal, county, or nonprofit fair, festival or event.
- Delivers products to the consumer at the point of sale or another location designated by the consumer.

All cottage food products must have a legible label attached to the package. (For large or bulky items that are not packaged, you must provide an invoice or receipt that has the same information.) The label must include:

- Name and physical address of the cottage food production operation;
- The common or usual name of the product;
- If a food is made with a major food allergen – such as eggs, nuts, soy, peanuts, milk or wheat – that ingredient must be listed on the label. *Some vendors have found it easier to list ALL ingredients on the label instead of trying to figure out which might be considered a known allergen.*
- The following statement: "This food is made in a home kitchen and is not inspected by the Department of State Health Services or a local health department."

Some of the foods that are **not allowed** to be brought to the market ***that have been prepared in a home kitchen*** are... Meat, poultry, or seafood products, including beef jerky, dairy products, raw seed sprouts, salsas or other canned tomato products, canned vegetables, such as canned corn, green beans, or peppers, chocolate-covered fruits, baked goods that require refrigeration, such as cheesecakes, tres leches cake, pumpkin pie, and meringue pies, pumpkin, banana, and pear butters, pickled items containing anything other than cucumbers (no corn relish, chow chow, sauerkraut, etc.), barbecue sauces and ketchup.

Foods that **are allowed** to be prepared in a home kitchen and brought to the Farmers Market under the Texas Cottage Law are... Baked goods that do not require refrigeration, such as cakes, cookies, breads, and pastries, candy (including chocolate, chocolate-dipped pretzels, etc.) coated and uncoated nuts, unroasted nut butters, canned jams and jellies, fruit butters (excluding the potentially unsafe pumpkin, banana, and pear butters), fruit pies, cereal, including granola, dry mixes, vinegar, mustard, pickles, dried herbs and herb mixtures, dehydrated fruit or vegetables, including dried beans, popcorn and popcorn snacks.

Prepared Food & Beverages – A license from the Health Department is required for vendors selling ready to consume products that are not covered under the Texas Cottage Law. Vendors with prepared foods must follow the City of Midland Health Department rules and regulations posted at: <http://www.midlandtexas.gov/>

Any vendor using an open flame, either gas or charcoal, must always have an up to date fire extinguisher at their booth.

Herbal & Apothecary Item Vendors - The sale of legal herbs, both dried and fresh falls under the Texas Cottage Law and is allowed at the market (this includes teas.) Under no circumstances are vendors allowed to make medical claims (for example relieves pain, sleep aid) or statements that include any healing properties of the herb or mixture. Statements such as "Indigenous people believed..." or "traditionally used for" fall in a 'gray' area that the Federal Trade Commission generally ignore, but which the FDA could choose to persecute if they wish. Labeling requirements for processed herbal items (sold other than in their natural fresh state) must include the ingredients, the address of the packaging site, the description of the product, weight of package, and the word "supplement".

Organic – To label any product organic, FDA standards must be followed. You will find labeling requirements at <https://www.ams.usda.gov/grades-standards/organic-labeling-standards>

Salsa and Canned Food Vendors

The following information comes directly from the Texas Department of State Health Services, if you have any questions concerning the requirements you are free to contact them. The market follows these rules when accepting vendors who want to bring salsa or canned food items not covered by the Texas Cottage Law to sell at the market.

"An individual who manufactures and packages food for sale is required to be licensed as a food manufacturer. A requirement of being licensed as a food manufacturer is that no manufacturing can take place in the home kitchen.

Individuals who make products in their home are in violation of the Texas Food, Drug and Cosmetic Act, Texas Health and Safety Code, Chapter 431 except for individuals operating under the Cottage Food Bill whose range of operation are restricted to the limited scope of food production processes, sale, and distribution allowed under the Cottage Food Bill. Information about operating under the Cottage Food Bill can be accessed by visiting Cottage Food Production Operations web page.

The production of **salsa** and canned foods fall under two specific federal regulations.

To determine whether you must comply with these regulations, we recommend you first contact Dr. Al Wagner, Texas A&M University Extension (979-845-7023), for a

product evaluation. If the evaluation classifies your product as an "acidified" or "low-acid canned" food (which salsa is,) you must:

- Attend a Better Process Control School
- Follow critical limits for production of product established by Dr. Wagner or other process authority
- Complete needed forms.

Non-Food Item Vendors

All non-food item vendors items are juried by the Midland Downtown Farmers Market Board of directors. They are judged on the quality of the items, its usefulness, its uniqueness, the craftsmanship, and how well it fits in with the vision of the market.

You are only allowed to sell the items you were approved to sell (on the application form that you filled out on the website) at any time if you wish to bring an item you have not been approved for, you must get approval for the new item by the Market Director. This is only for new category items: for example, baker vendors do not need approval to sell brownies when they are already approved to sell cookies and cakes.

Soap and Cosmetic Vendors - There are no regulations regarding the sale of soap in the state of Texas or nationally, however, there are some rules that must be followed. All soap is to have a label attached to it listing all ingredients used to make the soap (just like food) because these items are used on the body. The label must include:

- What the product is
- The weight of the item
- Where the product was made or who is distributing or packing it
- All marketing copy must be true and not misleading
- An ingredient declaration so consumers know what is in the product

The FDA interprets the term "soap" to apply only when

- the bulk of the nonvolatile matter in the product consists of an alkali salt of fatty acids and the product's detergent properties are due to the alkali-fatty acid compounds, and
- the product is labeled, sold, and represented solely as soap

For all other products other than soap, Texas requires registration of cosmetic manufacturers. There is a \$50 fee, plus .10 per product and a \$328 inspection fee (annually). That means lotions, lip balms, bath salts, and everything in between

falls under the term cosmetic (and sometimes depending on what you claim it does under FDA laws.) You can find more information about these regulations here <http://www.fda.gov/Cosmetics/GuidanceRegulation/LawsRegulations/ucm074201.htm> <http://www.fda.gov/cosmetics/resourcesforyou/industry/ucm388736.htm>

Household Cleaning Items Vendors - The government only requires 'chemicals of known concern' to be listed on product labels, along with any hazards associated with the use of the product. This is the one product that does not require a list of ingredients, but you must list the weight of the product and where it was manufactured.

Pet Treat Vendors - Although pet food is usually non-potentially hazardous, it is not included in the cottage food law. Animal food is regulated by the Office of the Texas State Chemists, Texas Feed and Fertilizer Control Service. The FDA also regulates all pet items and requires that all animal foods, like human foods, be safe to eat, produced under sanitary conditions, contain no harmful substances, and be truthfully labeled. In addition, canned pet foods must be processed in conformance with the low acid canned food regulations to ensure the pet food is free of viable microorganisms. The current FDA regulations for all pet foods and treats require proper identification of the product, net weight or quantity statement, name and place of business of the manufacturer or distributor, and proper listing of all the ingredients in the product in order from most to least, based on weight be included on the label. In the state of Texas small package pet food must be registered, and the facility must be licensed. Complete information on these requirements can be found at and for Texas requirements you can contact the Office of the Texas State Chemists at (979) 845-1121 or visit their website at <http://otscweb.tamu.edu/>

Nonprofit Guests

As a nonprofit organization, the market realizes the benefit of getting the word out to the community about what you do. A non-profit organization can apply for a free booth space once per season. 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 \$20 booth fee.

As a guest of the market, your visit will be publicized in all of the 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 in an effort to create this atmosphere political or religious organizations are not allowed to obtain a booth space.

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.

Saturday Morning Procedure

You will have gotten a booth number from the market director if you responded to the Monday email.

Enter the driveway from Missouri Street and pull through to your designated spot. Unload your vehicle quickly and then move it over to the parking lot on K street (out the drive exit and to the left.) Pulling into the museum driveway from K Street (near space 22 and 37) is **NOT ALLOWED**. In some cases vendors are granted permission to pull into the K Street entrance but only after speaking with a Board member. Please make sure that your window is rolled down the entire time your vehicle is in the museum driveway, this is for your protection and the safety of those around the vehicles.

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.

All canopies must be either staked or weighted down with appropriate weight that will keep them from toppling over. 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, alternately tent stakes of at least ½" thickness and 12 – 15" in length, may be used to stake the canopy in place.

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). Some examples of acceptable weight systems to anchor your canopy are... A water filled bucket on each foot of a canopy and anchored to the canopy frame with bungee cord or rope; and a 2.5-gallon bucket filled with cement placed at each leg of the canopy and secured with a bungee or rope is also acceptable.

It is not sufficient to place the bucket on the feet of the canopy without securing the bucket to the canopy frame, the weights must be anchored with a rope or bungee. The best weights are strapped to the bottom of each leg, and then anchored with a bungee or rope to the top corner of the canopy. You may not tie your canopy to your tables, coolers, or chairs as this does not provide enough weight to properly secure you canopy. Cement blocks and gallon water jugs are not allowed.

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

The market is in Midland, Texas so please have your displays ready for windy conditions. Make sure that everything is secure because it is more likely that you will encounter more wind than calm conditions. If you are a craft vendor, setting up your display in your back yard on a windy day before your first appearance at the market will help you understand what you need to work on before you appear at the market. Wind is the major culprit in many instances of inventory loss at the market.

Vendor booths are 11 feet wide (wide enough to accommodate a 10-foot canopy,) canopies should be set up as close to one another as possible so that during the heat of the summer your neighbors' tent will help keep your booth shaded and

cooler. If you need more space you are welcome to spread out the back of your booth on to the lawn.

From April through October, the Museum driveway is closed to market vendors vehicles from 7:30 to 11:05 due to insurance issues. If you arrive after 7:30 you must unload from the street and walk your items into the market. From November through March the driveway is closed at 8:30 a.m.

The driveway does not open to vendors cars until 11:05am (12:05pm in Winter months), please be certain of the time if you are the first one in line to load up at the end of the day. All your items, your tables, and tent should be packed up and ready to go before you pull into the driveway so that all you have to do is load and leave.

Below is a map of booth locations with booth numbers for the Saturday morning set ups.



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.

Midland Downtown Farmers' Market Midland, Texas Vendor Rules and Regulations 2020

The Board of Directors of the Midland Downtown Farmers' Market (MDFM) shall enforce these rules and regulations. The Board of Directors will interpret these regulations according to the best interest of the market.

Vendor Categories

Category One: Agricultural producers

All products must be grown by the vendor unless given special permission by the MDFM Board of Directors. It will be permitted for two or more 'micro growers' to combine their locally grown products in a single booth.

Category Two: Non-agricultural food producers

The Vendors for this category are vendors offering food items produced by the Vendor.

Examples would be: breads, baked goods, salsas, jellies, jams, pickled and preserved goods, sauces, herbs, pet treats and ready to eat food items that are approved to sell under Texas Cottage laws.

Category Two food vendors will be selected at the discretion of the Board of Directors, with a local foods preference.

Category Three: Arts and Crafts producers

The Vendors for this category offer arts & crafts for fashion and home decor, and non-food items for personal hygiene & home use. All items must be produced by the vendor.

Merchandise

All agricultural/horticultural products must be grown or wild gathered by the farmer/vendor or their farm assistants.

There will be no reselling of produce or any agricultural products.

All agricultural/horticultural products must be grown or produced in the state of Texas.

All vendors place of production are subject to inspection by the Board of Directors. A notification will be made prior to the inspection.

Only those (non-agricultural) products already approved to sell will be allowed. If a vendor wishes to sell a new product, that product must be first approved by the Board of Directors. New product submissions must be made through the website, including all information and pictures of the new product(s). The Board will then discuss approval during monthly Board meetings. Board members will not be available to discuss new submissions during market operation hours.

Fees and Spaces

The booth fee for the 2020 season is \$20.00 per booth space per each week you vend.

Nonprofits are free if you are not selling items - arrangements must be made with the Market Director first.

Electricity is available at the Museum of the Southwest and can be purchased for a fee of \$10.00 per day. Please advise the Market Director that you desire access to an outlet when you respond to the vendor email so that the fee may be collected with the booth fee.

Licenses and Taxes

All vendors operating under the Texas Cottage Laws must be prepared to provide proof(s) of compliance per existing statutes.

All vendors are responsible for maintaining the necessary licenses and permits for their booth.

All vendors are responsible for the collection and payment of appropriate taxes to the state, county, and city. Upon request, all vendors must be able to display applicable license and permits.

Health Regulations

All vendors must follow Health Code Regulations as it is their responsibility to be in compliance.

All food vendors are responsible for the appropriate inspections by the State Health Department and must have the appropriate certifications, permits, and licenses.

All food items for sale must be packaged and labeled with ALL ingredients listed on the labels along with the vendors contact information. (Mobile food vendors are the only vendors who are exempt from this rule.)

Vendor Booth

All vendors must have a sign which clearly displays their name, location, and any available contact information.

Vendor booth set up must maintain a professional appearance.

Someone must attend the vendors booth at all times.

All items for sale at the Midland Downtown Farmers' Market must be clearly labeled with prices.

Produce vendors and food vendors may have a 'menu' style sign or price sheet, but all non-food vendors are required to have prices clearly displayed on all items.

Vendor Appearance

Vendors must present themselves in an appropriate manner to all customers & other vendors.

Vendors must dress appropriately.

NO SMOKING is allowed on the Museum grounds or within a 40-foot boundary of the overall market. If you must smoke please go to a discrete location and dispose of cigarettes appropriately.

Location & Time

The Midland Downtown Farmers' Market is located at 1705 W. Missouri Street on the front lawn of the Museum of the Southwest in Midland, Texas.

Sales will start promptly at 8:00am (April - Oct.) and close at 11:00am.

Sales will start promptly at 9:00am (Nov. - March) and close at 12:00pm.

All vendors must notify the Market Director of their plans to attend the following Saturday no later than 5:00pm on the Wednesday prior to be included in the weekly email.

Vendors must notify the Market Director if they are going to be late or absent the upcoming Saturday.

Vendors must arrive in a timely manner to allow for their booth set up and be ready to sell and fully set-up 15 minutes prior to opening time.

If a vendor arrives late, they must first check in with a Board member, and their placement will then be determined.

Vendors must also do their best to stay until the end of the market. Leaving early creates 'holes' in the market setup, which causes an unprofessional appearance. If you need to leave early please notify the a Board member or Market Director prior to set up so that placement accommodations can be made.

Quality Standards

All products and produce must be of top quality by the determination of the Board of directors. Any prepared foods sold must be prepared in compliance with the Health Department guidelines.

Vendors are encouraged to profile their farming or preparation practices.

Vendors are required to be able to tell their growing methods, e.g. Certified Organic, grown in organic methods, grown conventionally, or any combination thereof.

Upkeep

All vendors are responsible for the upkeep of the general market area as well as the area located near or in their booth space.

Consumer and Vendor Comments & Concerns

All consumer comments should be directed to the Market Director or to a member of the Board of Directors for discussion.

All suggestions, complaints and comments concerning vendors should be also presented to the Market Director or Board of Directors either through a verbal conference or in writing with a date and signature of the vendor.

Vendor Suspension

Any vendor may be suspended from selling by action of the Board of Directors for failure to comply with the Rules and Regulations of the Midland Downtown Farmers' Market.

The Board of Directors reserves the right to amend these rules and regulations at any time.

Midland Downtown Farmers' Market

Midland, Texas

Vendor Contract of Compliance

I, _____, (herein referred to as "Vendor")
acknowledge that I am applying to become a vendor at the Midland Downtown Farmers Market located
at the Museum of the Southwest 1705 W. Missouri Midland, Texas and agree to the rules and
regulations of the Midland Downtown Farmers' Market. Vendor acknowledges that I am only allowed
to sell those items for which I have been approved. Vendor acknowledges that products sold at the
Midland Downtown Farmers Market must be grown by me, prepared by me or crafted by me and
understand that MDFM Board members may perform site inspections. Vendor must agree to release
Midland Downtown Farmers' Market and the Museum of the Southwest from any and all injury,
liability, loss or damages that may occur to property or self, while on the Museum grounds. Vendor
hereby agrees to indemnify and hold harmless Midland Downtown Farmers' Market and the Museum of
the Southwest for any action or liability which may arise from my participation in this event.

I understand that failure to comply with any of these rules and regulations can result in my termination
as a vendor at the Midland Downtown Farmers' Market.

Vendor Signature

Business Name

Date

Vendor Phone Number

Vendors Email Address