



SIXTEENTH ANNUAL CORAL GABLES FARMERS MARKET

Coral Gables, Florida

Saturdays, 8:00 a.m. to 1:00 p.m.
(Set up by 7:30 a.m.)
January 13 through March 31, 2007

WELCOME TO THE CORAL GABLES FARMERS MARKET

Before George Merrick, the founder of Coral Gables, began developing the City Beautiful, it was a thriving orange, grapefruit, and avocado grove owned and operated by his family. It is fitting that these agricultural roots of the City return to the town center, in a twelve-Saturday celebration of South Florida's agricultural riches, amidst the ambiance and architecture of downtown Coral Gables.

The Coral Gables Farmers Market, now in its sixteenth season, is designed as a European-style green market, with historic Coral Gables City Hall as the backdrop. Articles have appeared in *Southern Living*, *The Miami Herald*, *Miami Today*, and other publications, recognizing the freshness, quality, and congeniality of this community green market which distinguish this market from other local efforts.

The sixteenth annual Coral Gables Farmers Market opens Saturday, January 13, 2007, in front of Coral Gables City Hall, 405 Biltmore Way, and runs each Saturday through March 31, 2007.

The Coral Gables Farmers Market is a community activity centered around South 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 and producers of the South Florida agricultural commodities, whether they are growers or producers of very small quantities of eligible products or larger concerns. Coral Gables-licensed florists and bakeries have also been invited to participate, on a limited basis, in the Market. Free Tai Chi lessons, gardening workshops, cooking demonstrations from fine Gables' restaurants, and children's activities enhance the market experience and help ensure a regular flow of shoppers.

This market has emerged as an important community tradition, and, with everyone's help, the tradition will continue to be a success!

This document contains market policies and regulations for the Coral Gables Farmers Market, scheduled for twelve Saturday mornings from January 13 through March 31, 2007. Only approved vendors may participate in the European-style farmers market located in the heart of downtown Coral Gables. Please note that the procedures listed herein are under review and may be changed during the current market season with thirty (30) days written notice to all approved vendors.

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APPLICATION PROCESS

All individuals whose goods and circumstances meet the intent of the Market rules and guidelines (see pages 3 et seq.) who wish to participate in the Market as vendors are required to complete an "Application for Membership in the 2007 Coral Gables Farmers Market" and submit the required licenses and fees. Applications are available from the City of Coral Gables Development Department (305-460-5311). Because of area limitations, there are only 40 spaces available. Spaces will be located on the street in front of the City's historic City Hall, 405 Biltmore Way, a picturesque setting in the heart of downtown Coral Gables. Free parking is provided for vendors.

The primary focus of this Market is to have growers sell their produce direct to consumers. Applications will be considered in the order 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. (Small growers may wish to co-op space with other growers to receive the seasonal space priority and cost savings rather than to pay for daily fees.) Dade Growers (residing and producing in Dade County) and past years' participants will have priority over those residing in Dade County but whose operations are situated outside of Dade. Absolutely no imported fruits or vegetables from outside of Florida will be permitted.

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 cancellation. Only those vendors with assigned spaces are to come to the Saturday markets (please do not arrive hoping for a cancellation).

Applications are due November 10, 2006, and notification will begin immediately thereafter. All those not selected for the 2007 Market will have their checks returned, uncashed.

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.

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

Electrical outlets will not generally be available (except for those bakeries serving fresh coffee). The need for electricity should be noted on applications.

Market Fees: Fees for the Coral Gables Farmers Market are as follows:

Daily Space: \$25 / Saturday

Full Season Space (12 weeks): \$200.00

Vendor Parking: Limited parking in assigned spaces (see p. 3)

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 will go to enhance the Market experience through event programming, physical improvements, and promotional activities.

MARKET HOURS

The Coral Gables Farmers Market is open to the public from 8:00 a.m. until 1:00 p.m. Participating sellers are asked to adhere to the following schedule each Saturday:

- 6:30 a.m.- 7:30 a.m. Vendors are asked to set up in space which will be assigned. Unloading at the space from vehicles shall be done until 7:30 a.m.
- 7:30 a.m. Space setup continues but no vehicles will be allowed in Market area. From 7:30 a.m. until 1:00 p.m. only pedestrian traffic will be allowed in the Market area.
- 8:00 a.m. Market opens to public until 1:00 p.m. Tai Chi lesson begins.
- 9:00 a.m. Gardening workshop in Merrick Park
- 10:00 a.m. Cooking demonstration in Merrick Park by a Gables restaurant featuring produce available at the market.
- 11:00 a.m. Children's activities in Merrick Park.
- 1:00 p.m. Market closes. Spaces broken down and areas cleaned. Vendor vehicles allowed to re-enter barricaded area for loading.
- 2:00 p.m. Barricades removed and streets reopened to regular traffic.

For everyone's comfort and convenience, restrooms are available inside City Hall.

PARKING

Vendors/Volunteers

Note: Limited parking in assigned spaces will 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.)

With the exception of this special vendor/volunteer parking, parking meters and regulations will be enforced, so please avoid a ticket by parking in the vendor/volunteer area only.

Customers

Customers of the Farmers Market may park at no cost in nearby Municipal Garage No. 4 (345 Andalusia), across the street from the Market.

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. Except for participating Coral Gables florists, 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 hobbyware, 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 Coral Gables 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.

11. New Products: Requests for new products which are not eligible for sale within the current guidelines of the Coral Gables Farmers Market must be submitted in writing to the Development Department 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 weekly post the prices of their products in easy view of their customers.

RULES FOR SALE OF SPECIFIC PRODUCTS

A. RAW FRUITS AND VEGETABLES

1. Produce must be grown from cuttings grown by the vendor or from seeds or transplants, and the final product may not be purchased or bartered for. Perennial crops from leased or rented land must have been tended by the vendor for one growing season prior to the sale of the product.

2. Only the freshest of fruits and vegetables may be sold at the Market. No unwholesome, overripe, or spoiled articles may be offered for sale (such as overripe tomatoes and bruised strawberries, etc.)

3. If the vendor uses the term "organic," the vendor must prominently post a statement of what constitutes the vendor's meaning of organic.

4. 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.

5. Vendors in these categories are encouraged to distribute to the public their own recipes in promoting the product's sale.

B. PLANTS, TREES, HERBS, AND FLOWERS

1. All plants and trees must be grown by the vendor from seeds, cuttings, or plugs.

2. 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.

3. Sales of flowers are limited to those actually grown by a vendor and to those sold by licensed and approved Coral Gables retail florists.

F. HONEY

1. Honey must be produced by bees kept by the vendor in the State of Florida.

2. Honey must not be adulterated, but vendor may sell raw beeswax and honeycombs.

3. No live or active bee hives are permitted at the Market for demonstration or other purposes.

G. PREPARED FOOD PRODUCTS (GROWERS)

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

H. BAKERIES

1. Vendors in this category must be licensed and approved retail operations (bakeries or restaurants).
2. The vendor may not sell items made from purchased pre-made doughs, 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.
3. The vendor may use pre-made frostings and fillings, but if he or she does so, he/she must prominently post for the customer the fact that pre-made frostings and/or fillings have been used.
4. Vendors in this category are allowed to sell fresh coffee (electricity is available) and individually-sized canned juices.
5. 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 2007 Coral Gables Farmers Market" and been approved prior to selling in the Market. Applications may be obtained from the City of Coral Gables Development Department. This application will constitute an agreement between vendors and the Market to abide by the policies and guidelines governing the Coral Gables Farmers Market. The City 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 Coral Gables reserves the right to rescind the vendor's privilege to sell and to refund the vendor's fees, on a pro-rata basis, within 30 days.

For further information, contact:

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