



Los Ranchos Growers' Market

2 March 2008

Growers and Specialty Vendors:

The opening day of this year's market will be **Saturday, May 3** at 7 a.m. The market will operate every Saturday from 7 a.m. to 11 a.m. May – September. In October the market will start one hour later, and will operate every Saturday from 8 to 11 am. There will be 26 markets in the May – October 2008 season.

Below are information on the market for 2008 and our operating procedures/guidelines for the market. Attached is a chart showing the 4-year history of customer and vendor counts. We had a 19% increase in customers this past year.

WIC: The WIC forms are not ready yet – we will hand the forms out at the market.

Market Fee: We are not increasing our vendor fees this year. We have added some new categories.

- There will be three weekly rates that are based on the amount of space that the vendor uses. This past year we had several vendors in the space available/weekly category that came occasionally with a pop-up that took up 1.5 to 2 spaces. There will be very few spaces available for weekly vendors in these categories.
- Since the Winter Markets have expanded, we are now advertising the markets, and we are putting funds in the musician's pot. The Winter fee does not need to be paid at this time. We just wanted to let you know that there will be a fee.
- Lavender event fee: For vendors that only come occasionally to the market, the fee per day for the lavender event will be \$10/space. For regular vendors, the fee will remain the same. Last year at the market we counted over 8,850 customers in the two days.

As we did last year, our vendor-fee schedule includes higher fees for special reserve spaces, and for those that have pop-up tents that are wider than 8 feet, the width of one parking space. As in the past, the "Seasonal" category vendors are not assigned a space and are allocated a space on the morning of the market when they arrive.

Our 2008 seasonal fees are:

- **Special Reserve \$120** (approximately \$4.62/week based on 26 weeks)
- **Pop-Up Reserve** (takes up about 1.25 – 1.5 spaces) **\$95** (approximately \$3.65/week based on 26 weeks)
- **Reserve** (no pop-ups larger than 8' width): **\$70** (approx. \$2.69/wk based on 26 wks)
- **Seasonal** (space available basis): **\$60** (approx. \$2.50/wk based on 26 wks)
- **Weekly rate: \$5** – one parking space, space available basis, once a vendor has come 12 times, the season is paid for.
- **Weekly pop-up rate: \$7.50** – one & half parking spaces, very limited, space available basis, once a vendor has come 12 times, the season is paid for.
- **Weekly large vehicle rate: \$10** - one & half to two parking spaces or end area, very limited, space available basis, once a vendor has come 12 times, the season is paid for.
- **Student rate (grades K-12): \$2.50** – one parking space, space available basis, once a vendor has come 12 times, the season is paid for.

Registration Process: Please complete the attached registration form, sign it, and send it by **March 31st** to Sue Brawley at 8528 Rio Grande Blvd NW, Los Ranchos, NM 87114. Space assignments will be sent in April to each vendor with a receipt for the registration fees. Make checks payable to *Los Ranchos Growers' Market*. If you will not be coming to the market until later in the season, you can bring your form & fee to the market the first time you come. We would appreciate knowing who will be coming to market in May & June. We are asking Specialty Vendors (see information below) to return their forms as soon as possible.

Parking: Parking spaces are reserved until 6:30 a.m. (7:30 in Oct) even though you've paid for it. After that time, the parking czar, Phil Herlan, will coordinate the parking. If a vendor with a reserved space cannot come to market some Saturday, the vendor cannot "loan" his/her space to another vendor.

Processed Foods: All processed food must be handled according to NM Environment Department regulations. We cannot put our Growers' Market, the NM Farmers' Market Association and the Village at risk by allowing the sale of processed foods by vendors that are not complying with the regulations. Processed foods includes, but is not limited to, such items as jams, jellies, cheeses, pickles, pastries, tofu, burritos, and/or tamales. The NMED will be inspecting the markets more often in the future. If you are planning to sell processed food or pastries (see also *Specialty Vendor* section) you must talk to one of the co-managers to get approval of the board of directors and you must be prepared to show proof that the food was prepared in an approved facility. You must list the ingredients on the package and should consider having your own liability insurance. It is advisable to keep a copy of your kitchen certification with you. The processed food rules apply during the regular as well as winter market seasons. For more information, see www.nmenv.state.nm.us/food/FoodProgram, or call the local District Food Specialist, Johnathan Gerhardt, 222-9515.

Produce: We want to remind you that the market is primarily for homegrown produce, plants and flowers. If your produce is organically grown, you must display your certificate from NMOCC. If your produce is pesticide free, you should put up a sign that says so, but don't say you're organic unless you are registered with the NMOCC.

Sampling: Sampling guidelines (see attached document) were developed by the New Mexico Farmers' Marketing Association to support the direct marketing of agricultural products through markets, as well as to protect the health and safety of the consumer. Cooking demonstrations and sampling at the market can pose legitimate health concerns. If you are going to sample a product, you need to follow the attached guidelines or you will be asked to stop sampling. The market will have a hand-wash station set-up each week.

Value-added products: You must grow most of the ingredients, and produce the products yourself. We are a growers' market, and are not retailers or manufacturers. (See also the information regarding *Specialty Vendors*.) For those that sell primarily craft value-added products, including body-care products, you are considered to be an arts/crafts vendor, and need to contact the Arts & Crafts Market Coordinator, Josie Mohr, 459-7151, and get a business license from the Village of Los Ranchos.

Specialty Vendors, "Non-Growers": As per the market by-laws, the managers have the discretion, with the approval of the board of directors, of inviting or allowing certain vendors that will contribute to the appeal of the market. These vendors may have value added products and will be non-competitive to other vendors. Since this is a growers' market, the number of specialty vendors will be limited. Specialty vendors can include, but are not limited to, agriculture related vendors such as rain barrels, worm and/or compost vendors; processed meat/fish vendors such as beef, salmon, pork, and/or poultry/eggs; various food vendors such as coffee beans, honey, cheese, breads, jams/jellies, and/or "entrée" items; and services such as knife sharpening or tool repair. If you would like to be a specialty vendor, please indicate on the registration form what you propose to sell. The market reserves the right to limit what is sold in this category. It is assumed that specialty vendors have a New Mexico CRS number, and as applicable, have all the necessary permits and/or certifications.

Signage: We encourage price signs/labeling. Also, the vendor's name or farm name is helpful for market clients. Signage should be limited to farm name, and product information. We ask vendors to leave political and religious signs at home.

Flower Vendors: Those flower vendors that do not have their own permit from the Dept. of Agriculture can be part of the Los Ranchos Growers' Market flower permit and pay an equal share of that cost. If you would like to participate in the market's flower permit, please indicate so on the attached registration form and include an additional \$5 with your registration fee. If you sell plants or flowers at more than one market, you must have a nursery permit from the NMDA.

No Purchase or Resale: Our by-laws (see page 4 of letter) do not permit the purchase and resale of produce or other items. The managers have the right to refuse vendor participation and ask the vendor to leave if this rule is violated.

Employees: If you have an employee who will be selling for you this year, please indicate the employee's name (or if more than one, names) on the attached registration form. If you decide to hire someone later during the season, please inform the managers of the employee's name.

Packaging: Vendors should use a USDA approved scale or sell the produce by the bag, bunch or number that equals approximately a pound.

Community Group Participation: While the mission of the Los Ranchos Market is to support local agriculture, the market will allow, on a limited basis, spaces for non-profit community groups as a service to the community. The market managers have the right to refuse space to any organization for any reason. The group will pay the regular daily fee. If an organization has difficulty in paying this fee, an offer for equitable trade in promotion or other assistance may be considered at the discretion of the market managers.

Special Events: We will continue to have special events and music, which encourage market attendance. We will also be incorporating in the market informal lectures or presentations on agriculture related topics. Based on the feedback from you regarding last year's village-wide Lavender Day, for this year's *Lavender Day, July 12th*, vendors that would like to stay, the market will run from 7 am to 1 p.m. On Sunday, July 13th, the special hours will be 9 am – 1 pm. As it did last year, the Event will last until 4 pm each day. If you have suggestions for special events please let us know. In addition to the special events, we will continue the "Ask the Expert" series. Tentatively (dates and/or types of events may change depending on product availability and weather) the special events for 2008 are:

- **May 3:** Season opens, May Day Celebration, free seeds
- **May 19:** "Wild Salmon & Greens" / Old Vehicle Day / Children's book signing & guest chef, Kenny the Fishhugger
- **June 14:** Fire Department Pancake Breakfast
- **July 12th and 13th:** Lavender Day in the Village: Guest chef Mia Maes, and various classes and longer hours 7 am – 1 pm on Sat, and 9 am – 1 pm on Sunday for those that would like to stay longer.
- **July 26:** Fruit & Ice Cream Special / WIC Information
- **Aug 9:** 50th Anniversary Celebration of the Village Incorporation & Cooking in the Village - guest chef, Jennifer James
- **Sept 13:** Beans, Chile & Corn – guest chefs: Joe Sausage and Chile King Bruce Goddard
- **Oct 4:** Balloon Fiesta Tailgating – guest chefs: Kenny, the Fishhugger, and Flying Star
- **Oct 25:** Children's Day, face painting, clown, treats

Volunteers: If you would like to volunteer, OR if you know of anyone that is willing to volunteer, please let us know. We can always use some help with special events.

Winter Markets: The Winter Markets have been very successful and will continue to operate the 2nd Saturday of each month, November – April (6 markets) from 10 am – noon. There will be \$5 per time or \$15 for the Winter season.

If you have any questions or suggestions, please contact one of us. We look forward to working with you.

Los Ranchos Growers Volunteer Market Board

Sue Brawley, co-manager, 890-2799, sue@brawleyandcompany.com

Cathy Lewandowski, co-manager, 344-1023, clewam@flash.net

Tom Fay, 897-3261

Phil Herlan, 345-7355, herlan@math.unm.edu

Mary Moses, 344-4141, mkatmos@aol.com

Lorilee McDowell, 897-2552, lmc33@earthlink.net

Enclosures: Market By-laws (page 4 of this letter), 2008 Registration Form, WIC Registration Form, 2007 Summary, Sampling Guidelines

VILLAGE OF LOS RANCHOS GROWERS' MARKET
BYLAWS

ARTICLE I
NAME, LOCATION AND TIME

Section 1. The name of the organization shall be: Village of Los Ranchos Grower's Market, hereafter known as the market.

Section 2. The location of the market shall be the parking lot of the village tennis courts at 6718 Rio Grande Blvd.

Section 3. The market will be held on Saturday mornings at 7:00 until 11:00 AM during the summer months and on the second Saturday of the month at 10:00 until 12:00 in the winter. During the month of October the market will start at 8:00 AM and run until noon. Starting date for the summer market is to be determined in the month of May and may vary from year to year. The winter market will usually start on the second Saturday in November.

ARTICLE II
PURPOSE

Section 1. The purpose of the market is to serve as an outlet for locally grown produce and some home made items. Growers are encouraged to use organic methods.

ARTICLE III
MANAGEMENT

Section 1. The market will have a market manager who shall be a volunteer in most cases. If there is more than one volunteer, they shall be co-managers. If the number of volunteers exceeds three, they will become a board of directors and will elect a manager and other officers as required. The term of these positions will be for as long as those persons are willing to serve.

Section 2. It will be the responsibility of the manager to encourage participants to follow the rules and be considerate of the other vendors and ask those that do not belong to leave and not return. It will also be the responsibility of the manager to establish operating procedures.

Section 3. The market manager will have the discretion, with the approval of the board of directors, of inviting or allowing certain vendors that will contribute to the appeal of the market. These vendors may have value added products and will be non-competitive to other vendors. They must meet all of the health dept regulations and have the necessary permits to operate legally.

ARTICLE IV
MEMBERSHIP AND FEES

Section 1. Membership is open to all growers and farmers within the state of New Mexico.

Section 2. The Board will determine each year whether or not a vendor participation fee shall be charged.

Section 3. Those flower vendors without their own permit from the Dept. of Agriculture can be a part of the market permit and are expected to pay an equal share of that cost.

ARTICLE V
RULES

Section 1. The market is primarily for farmers and back yard growers to sell produce that they have grown. Crafters are part of the crafts market and are coordinated by the village arts council.

Section 2. No vendor shall be associated with a retail store or market, except a farm stand or related business. An exception to this may be for a restaurant to be invited to sell coffee and breakfast rolls, breakfast burritos or similar items, or to participate in special events.

Section 3. There will be no resale of purchased produce or other items.

Section 4. Parking spaces are reserved until 6:30 AM May through September and until 7:30 in October. After that time, the parking director will coordinate the parking.

Section 5. Processed foods are not allowed unless the vendor has the necessary documentation permit from the NM Environment Dept.

Section 6. Price signs are encouraged. Also the vendor's name or some form of identification, like farm name, is helpful.

Section 7. Where a USDA approved scale is not available, vendors are encouraged to sell by the item, bunch, number or volume.

Section 8. Only those vendors that are registered or certified organic by the New Mexico Organic Commodity Commission can state that their produce is organic or organically grown,

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