



Los Ranchos Growers' Market

1 March 2011

Growers and Specialty Vendors:

The opening day of this year's market will be **Saturday, May 7** at 7 a.m. The market will operate every Saturday from 7 a.m. to 11 a.m. May – August. As we did last year, the market will start one hour later, starting in September and will operate every Saturday from 8 to 11 am. until November 13. There will be 28 markets in the May – November 12, 2010 season. This is the market's 19th season, and our 11th season for being the volunteer co-managers and volunteer board.

Below are information on the market for 2011 and our operating procedures/guidelines for the market. Attached is a chart showing the past 5-year history of customer and vendor counts. Thanks to Lori Barrett, Lakota NM, for the wonderful, pro-bono marketing campaign – our market attendance was up over 30%! Also thanks to the Village for allocating special advertising funds for the 2010 season, and to NMFMA for their advertising support for 2010.

WIC/Senior: Cathy will be handing out the new WIC forms at the market. Although each vendor will have the same number for use at all markets, WIC requires that each farmer have a signed form for each market. You will have the same number as in the past.

Market Fee: We are increasing our vendor fees this year. As in previous years, vendor fees are used to fund advertising, music, special events, and hiring students (our “earn and learn” program) to assist at the market. As in previous years, 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 2011 seasonal fees are:

- **Special Reserve \$250** (approximately \$8.93/week based on 28 weeks)
- **Large Pop-up Reserve** (equivalent to 2 spaces) **\$170** (approximately \$6.07/week based on 28 weeks)
- **Pop-Up Reserve** (takes up about 1.25 – 1.5 spaces) **\$128** (approximately \$4.57/week based on 28 weeks)
- **Reserve** (no pop-ups larger than 8' width): **\$85** (approx. \$3.04/wk based on 28 wks)
- **Seasonal** (space available basis): **\$75** (approx. \$2.68/wk based on 28 wks)
- **Weekly rate:** **\$5** – one parking space, space available basis.
- **Weekly pop-up rate:** **\$7.50** – one & half parking spaces, very limited, space available basis.
- **Weekly large vehicle rate:** **\$10** - one & half to two parking spaces or end area, very limited, space available basis.
- **Student rate (grades K-12):** **\$2.50** – one parking space, space available basis.

Registration Process: Please complete the attached registration form, sign it, and send it by **March 31** 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, and you will be in the “weekly” category, you can bring your form & fee to the market the first time you come. For vendors with reserve spaces, we will try to notify you by mid-April of your 2010 parking assignment.

Parking: Parking spaces are reserved until **6:15 a.m.** (7:15 in Sept - Nov) even though you've paid for it. Due to the amount of traffic, we are requesting that all vendors with reserve spaces be there by 6:15. 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. While some reserve vendors already tell us when they cannot be at market, we are asking those with reserve spaces to let us know ahead of time if they know that are not coming the following week.

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.

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.

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, which is a separate market, and need to contact the Arts & Crafts Market Coordinator (web site: www.losranchosartscrafts.com), 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. No purchase and resale is also a condition of the NMFMA, NMDA, and WIC/Senior guidelines.

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. This helps us recognize and understand which persons are part of a vendor's team. 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 are still planning the 2011 season. We will continue to have special events and music, which encourage market attendance. In addition to the special events, we will continue the "Ask the Expert" series. This year the Lavender in the Village Board announced that the festival was on hiatus, and will return in 2012. The market will not have a lavender event since it could be too confusing to the general public since "lavender festival" has become associated with the large, village-wide festival.

We will continue to offer again this year some of our popular events. On June 25 we are having a Summer Solstice /Solar & Sustainability event. And, we are adding Dia de las Calabazas, (Day of the Squashes) celebration during Balloon Fiesta events on October 8 with awards for the largest, most colorful, unique, ugliest, smallest etc. squashes.

Tentatively (dates and/or types of events may change depending on product availability and weather) the special events for 2011 that we've identified so far are:

- **May 7:** Season opens, National Herb Week: Erich & Patricia Von Schultz, (herb growers/using herb blends), Mia Maes (guest chef - using herbs in cooking, herb blends) and Allison Alterman, Certified Herbalist, sampling herbal teas.
- **May 21:** Greens & Salmon Annual Event with Kenny, the Fish Hugger, as guest chef; Adobe Wool Arts Guild demonstrating rug hooking
- **May 28:** Canine festival
- **June 11** – Jeffrey Lee, Hand 2 Mouth as guest chef; *Bicycle event sponsored by Simpatico on 4th on the green*
- **June 18** - Old Vehicle Exhibit
- **June 25** - Summer Solstice & Solar/Sustainability Event
- **July 23** - Ice cream & Fruit
- **August 13** - Peak of the Harvest / Cooking in the Village with Jennifer James as guest chef
- **Sept 17** - Chile, Beans, & Corn with Dennis Apodaca as guest chef, and Bruce Goddard, the Chile King, roasting chile
- **Sept 24** – “Ask the Expert” with Corva Rose, Divine Earth, pruning demonstration
- **Oct 1:** Balloon Fiesta specials: Kenny the Fish Hugger as guest chef
- **Oct 8:** Balloon Fiesta specials: Day of the Squashes – Dia de las Calabazas
- **Oct 22** - Costume Day; *also Hydrocephalus walk on green*
- **Nov 12** – last day of the regular season

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, December – April (5 markets) from 10 am – noon. There will be \$2 per time charge.

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

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Lorilee McDowell, 897-2552, lbmcd33@earthlink.net

Enclosures: Market By-laws (page 4 of this letter), 2011 Registration Form, 2010 Attendance 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 May thru August period. During the months of September thru mid-November the market will start at 8:00 AM and run until 11:00. Winter Markets are on the second Saturday of the month at 10:00 until 12:00. Starting date for the summer market is the first Saturday in May. The winter market will start on the second Saturday in December.

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 certain specialty vendors that add to the market mix, 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 6:15 AM May through August and until 7:15 from September thru mid-November. 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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