

TANANA VALLEY FARMERS MARKET WHAT TO EXPECT AS A NEW VENODR

The Tanana Valley Farmers markets mission is to develop and promote Alaska's Agricultural, Horticultural, and cottage industries, providing quality produce and products to the public.

As the longest continuously operating farmers market in the state of alaska this market has supported over 900 local businesses to succeed over our 53 years. We would like to assist you and your business in succeeding at the market. Here is a run down on how to become a member/vendor, and all you need to know prior, during and after setting up at market.

STEP 1: Application

The first step in becoming a vendor is to download the current years membership/vendor application from our website tvfmarket.com the application can be found on the main page or on the vendor page. Applications are available beginning March 1st annually, and applications are accepted through the end of the season mid September.

Required documents: along with a completed application:

\$20 membership fee

Provide a valid alaska business license with your application, you can secure a business License at

<https://www.commerce.alaska.gov/cbp/businesslicense/new/>

Proof of business liability insurance: The market requires all vendors to carry a 1 million dollar liability policy. You may provide a copy of your existing policy with the Tanana Valley Farmers market named as an additional insured, or use one of these links below to secure a policy through a group policy set up specifically for this market.

If selling food either from a certified kitchen or under homemade food rules provide an Alaska food handlers permit.

Option 1

<https://securevendorinsurance.com/DeanRK/ApplicantInformation?GroupEventKey=4cf38cd5d2d9>.

Option 2

Artist/makers	https://app.actinsurance.com/events/14546
Food/Farm.	https://app.fliprogram.com/events/14547

If your business is selling prepared hot food, or food made or processed in accordance with the state of Alaska's homemade food rule. You must provide a copy of your Alaska Food Handlers Certificate. You can get your food handlers certificate here.

<https://dec.alaska.gov/eh/fss/food-worker-card#howSTEP>

If your business is selling prepared hot food you will also need to provide a copy of your temporary food service permit. You can secure that permit here:

<https://dec.alaska.gov/eh/fss/forms/tfs-permit-application/>

Step 2: REVIEW

All completed applications from agricultural or horticultural producers, are not subject to jury review, all farms will automatically be accepted as a member.

All other types of business applications will be first reviewed by market staff, then by the markets Jury committee. Applications are reviewed to ensure all products are made in Alaska by the applicant and meet quality standards set by the market.

STEP 3: Acceptance

Once all documents and a completed application are received and reviewed, you will be notified when you are admitted as a vendor for the season you have applied for by email, the email will be titled "TVFM Vendor/Membership Confirmation". Applicants will also be notified if they were not admitted via email.

At his point if you receive the confirmation email, you are a member of the TVMF, and are welcome to participate in any or all market days.

STEP 4: Set up & Participation

The Tanana Valle Farmers Market operates as a first come first serve market. Meaning that your business dose not need to commit to attend market each day. You are free to participate on any market day you like. No notice to the market staff is necessary to participate on any day the market is operating, also no notice is necessary when you do not participate.

Prior to your first day at market please review the markets policy manual linked below:

<https://www.tvfmarket.com/wp-content/uploads/2024/02/2024-Policy-Manual-Final.pdf>

Day of market:

On market days spaces begin to be allocated two hours before the market opens, up until thirty minutes of opening.

Wednesdays: get a spot between 9am-10:30am

Saturdays: get a spot 7am-8:30am

When you arrive at the market the first thing to do is to line up at the "Space Allocation" sign located next to the barn building, and wait for the market staff to show you what space you will have that day.

Once you have been given a location, you may begin to set up your display. Once you are allocated a space you are committing to be at the market from open to close, unless you sell out of all of your products.

All spaces are 10ft X 10ft squares your display must fit inside this space, you are not required to use a pop up tent, but if you do decide to use a pop up tent it must be 10ft X 10ft from the ground to the sky. If using a pop up tent, each leg must have a minimum of 20lb of weight securely attached to it.

While setting up, a vendor may pull their vehicle onto the sales black top to unload near their allocated space. We ask that you quickly unload all products into the allocated space then prior to setting up the display, move your vehicle and park it in the vendor parking lot located behind the main sales barn.

STEP 5: Sales

Once a vendor is set up ready for market to open, **no sales are allowed before the opening bell.** With the exception of other vendors, you may sell items to other vendors participating that day at market before the bell, you are not required to sell to vendors before the bell but it is allowed.

Once the opening bell is rung the market is open. Pricing and signage are all up to you and your business to set. The only sign requirement is that you have a sign with the name of your business posted somewhere in your selling space.

It is up to the discretion of each vendor if they will provide refunds or returns, if you decide to not offer returns please post a sign that states "all sales are final".

WHILE AT MARKET:

During the market day, there is a vendor supply room located in the main sales barn next to the ATM. There is cold and hot drinking water available, a first aid kit, brooms and mops, along with a microwave, for use of the vendors.

There are bathrooms located behind the main sales barn, there are also port a jons that are reserved for vendors next to the bathrooms that remain locked to reduce wait time for vendors at the bathrooms. The code to the port a jon's is 8888.

If during market you need assistance and do not see staff near by, you can call or text 907-699-3276 to reach staff, or go to our Information booth located inside the main sales barn.

STEP 6: Payment

The TVFMA Market Manager will provide you with an assessment envelope around 3pm day of market. Assessments are as follows, and are to be paid in full at the end of the vendor's selling day:

- 10% Ten percent of gross sales
(for example, if sales gross \$390, then 10% = \$39.00)
Plus whatever fees stated below are applicable:

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- \$10.00/Day Outdoor Space (any size up to 10' x 10')
\$15.00/Day Covered Space
\$ 5.00/Day Parking Fee (applies to reserved spaces only)
\$ 1.00/Day Daily Electric Use Only
\$ 7.00/Week Electric for Appliances Plugged In Continuously
\$ 5.00/week Storage fee for items stored inside market building

The ten percent of gross sales fee shall be capped at \$250 for a market day. If a vendor sells more than \$2500 worth of merchandise in a day, they're fee will be \$250 plus the space fee and any other applicable fees (parking, electric etc.) for that market day.

After the closing bell and before you begin to break down your display, bring the assessment envelope to the market office(located on the other side of the picnic area) and place the envelope in the box in front of the office that says "assessments here".

STEP 7: Breakdown

Market closes at 4pm daily, a closing bell will be rung at closing time. Do not begin to break down your display prior to the closing bell. Sales may take place after the closing bell if you would like to finish a transaction, or a customer would like to make a purchase and you feel able to do so.

Wait 15min after the closing bell before you bring your vehicle onto or near the selling location, to allow all customers to have left selling area.

Vendors are required to clean up the space where they were located in prior to leaving. Please sweep, pick up any trash, and completely break down your display. Brooms, mops, and dust pans are located in the vendor supply room inside the main sales barn.

