

# Application for Market Participation

This application constitutes an indication of interest in participating in one or more of our markets this year. Because we continue to open new markets each year, and though we have what we believe are great sites, we realize that you may have some reluctance to put all of those great country eggs in one basket by requesting to be in all of our markets. However, select all of the markets you really want to do, and I will be in touch with you to help you select the ones that will be best for you based on the composition of and competition within each market. You should also prioritize your list so that we know which is your most desired market and which you will accept if you can't get into your first choice. We really do work to assign each vendor at least one of the top two choices; we cannot do that if we do not know which are your preferred markets in order of preference.

We do major marketing within each market's target area and throughout the county. We have a top-notch website and send a weekly newsletter to a growing list of shoppers. We will eventually highlight each vendor on the website, and we link to your site if you have one. We will assist you in developing a website of your own if you want one. We host chef's demos, cooking classes and musical events throughout the season. And we work with public entities and private organizations to bring new shoppers to the market.

## Terms of Participation

We will operate a producer-only market, and I will know if you are bringing produce that you have not grown. You will be asked to leave the market if you do not live up to that standard. Remember, though, that I am also here to assist you in selecting new crops and identifying demand for them in this area. I will work with you also to explore value-added opportunities and to help you to find a niche or to expand your offerings. I hope you will never feel it necessary to bring anything you have not grown or made yourself just to be competitive.

The monthly commission fee must be accompanied by the commission form that details your sales at each market. We need this information to establish our insurance rates and to track for marketing purposes. Also, if we do not know how you are doing at a particular market, we do not know which markets need targeted marketing activities.

You will be assigned space as 1) needed, 2) requested, and 3) determined by me in that order whenever possible. We want you to have the room you need to display your wares, and we will work with you on that.

Your attendance is required at every market. If you cannot commit to attending every scheduled market, you must indicate on the application those dates when you cannot attend. You will be allowed to take two unexcused absences—save them for emergencies. If there is an additional unavoidable absence, notify management in advance to discuss the matter.

You will be allowed two options that are not allowed by other markets:

- 1) You may share a tent with another vendor if you both have minimal display needs. You may share a salesperson or switch with each other from week to week by working out an arrangement that suits you both. I will be available to facilitate such an arrangement

wherever and however possible.

2) You may sell another vendor's goods in your space—such as milk that you may bring from a neighboring farm—for a farmer who cannot afford to participate in a weekly market any other way and for a product that we would like to have in the market. You both will pay the commission on what you sell, but you can work out the sales arrangement between you. The vendor who is not present can pay the vendor on site to sell his/her product, or you may barter services. The other vendor whose product you “carry” will be required to fill out the complete application and submit it under his/her name, providing all necessary paperwork to support the application.

Eventually I will need from you all of the following; send what you have now with the application form.

1. A completed application form.
2. A copy of your insurance policy.
3. A list of what you propose to grow and/or manufacture for sale. I need this now so that I can produce balanced markets, but you will not be penalized if later you decide that you want to sell something that you did not originally include. If it is a producer-only item and you have the necessary documentation to produce it legally in this state or your state and sell it in this one, you may request its inclusion in your list at any time.
4. Copies of state or local kitchen inspections and any other documentation required for your participation in farmers' markets in Virginia.

**APPLICATION FORM  
SMART MARKETS, INC.**

**NAME OF BUSINESS** \_\_\_\_\_

**NATURE OF BUSINESS** \_\_\_\_\_

**CONTACT** \_\_\_\_\_

**MAILING ADDRESS** \_\_\_\_\_

\_\_\_\_\_

**BUSINESS ADDRESS (if different)** \_\_\_\_\_

\_\_\_\_\_

**DIRECTIONS TO PLACE OF BUSINESS** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**CONTACT INFORMATION:**

**TELEPHONE**

**HOME** \_\_\_\_\_

**WORK and/or CELL** \_\_\_\_\_

**FAX** \_\_\_\_\_

**EMAIL** \_\_\_\_\_

**WEBSITE** \_\_\_\_\_

## Market Participation

Please indicate how many tents you will need for display: \_\_\_\_\_

Please describe your truck – height and length: \_\_\_\_\_

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Most of our summer markets will close the last market day in October, but we remain open to extending markets where the conditions are favorable for after-dark sales.

Please note any days or weeks during the season when you do not expect to attend, paying particular attention to the dates of your first and last appearances in each market.

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I the undersigned agree to abide by the rules and regulations enumerated above and to work with Smart Markets to create vibrant and successful markets for all to enjoy. I also agree to exercise respect for our customers, our hosts, our fellow vendors and our management teams at each market and to bring grievances to the immediate attention of the appropriate party with the objective of working through problems quickly, quietly and effectively.

Vendor: \_\_\_\_\_ Date: \_\_\_\_\_

Please email me at [jean@smartmarkets.org](mailto:jean@smartmarkets.org) with any comments or suggestions.

Applications should be returned by February 25th to be given primary consideration. Applications received after this date will not be considered until after all the others have been reviewed and markets assigned. This does not mean that you will not be considered for any market this year. It does mean that you will likely not receive your first or second choice of markets or that you will be put on a waiting list for a space to open up in an existing market or a new market that I don't even know about yet.

Please return to:

Ms. Jean D. Janssen  
Smart Markets, Inc.  
2910 Beau Lane  
Fairfax, VA 22031  
(703) 463-0690

## **MARKET OPPORTUNITIES FOR 2012**

Please indicate an order of preference, with #1 for your first choice, etc. Please indicate only those markets that you will attend if we assign you to them. Checking all in hopes of getting at least one undermines our efforts to give vendors their first choices and makes putting together balanced markets—for your benefit—doubly difficult.

### **Wednesdays**

**Reston**

**National Realty Bldg.**

**Corner of Reston Parkway and**

**Sunrise Valley Drive**

**11890 Sunrise Valley Dr.**

**Reston, VA 20191**

**3:30–7 p.m.**

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### **Thursdays**

**Lorton**

**Workhouse Arts Center**

**9601 Ox Road**

**Lorton, VA 22079**

**3:30–6:30 p.m.**

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### **Fridays**

**Centreville**

**Trinity Centre**

**5875 Trinity Pkwy.**

**Centreville, VA 20120**

**3:30–6:30 p.m.**

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### **Saturdays**

**Oakton**

**Unity Church of Fairfax**

**2854 Hunter Mill Rd.**

**Oakton, VA 22124**

**10 a.m. – 2 p.m.**

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### **Saturdays**

**Springfield**

**American Legion Post 176**

**6520 Amherst Ave.**

**Springfield, VA 22150**

**10 a.m. – 2 p.m.**

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**Sundays**

**Prince William County**

**Bristow Montessori School**

**9050 Devlin Rd.**

**Bristow, VA 20136**

**10:30 a.m. - 2:30 p.m.**

