



SIERRA NEVADA BREWING CO.

## **2018 Sierra Nevada Brewing Co. Tailgate Market**

**Tuesdays, May 1 to October 30, 2018, 4-7pm**

### **Vendor Application and Contract**

**Vision:** Sierra Nevada Brewing Co.'s Mills River Tailgate Market is a weekly gathering of local and sustainable farmers, merchants, and artists that provide fresh produce and goods to the Fletcher / Mills River community. We strive to bring our kitchen's ideology of buying local to life in an accessible and convenient environment for individuals to bring the concept into their homes.

**Thank you for your interest in becoming a part of the SNB Tailgate Market. We are accepting applications for the following vendor categories: farms, baked goods, and crafts.**

Please read carefully and follow the steps below:

1. Please read the Vendor Rules.
2. Please fill out the application form completely.
3. Submit your application by March 1, 2018, to [tailgate@sierranevada.com](mailto:tailgate@sierranevada.com) or mail to:  
Sierra Nevada Brewing Co.  
Attn: Tailgate Market  
100 Sierra Nevada Way  
Mills River, NC 28732

If you have any questions please contact Kate Renner at 828-708-3561 or email [tailgate@sierranevada.com](mailto:tailgate@sierranevada.com).

Applications for Permission to Sell received by March 1, 2018, will be reviewed by the selection committee and notifications of acceptance will be postmarked by March 16, 2018.



SIERRA NEVADA BREWING CO.

## Sierra Nevada Brewing Co. Tailgate Market Application for Permission to Sell

Farm or Business Name

\_\_\_\_\_  
Name(s) of owners (a farm unit is defined as one business)

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
Email address

\_\_\_\_\_  
Address of production location (if different from above)

### Product Categories

Let us know what you intend to sell at the SNBC Tailgate Market. Please estimate, by category, the percentage of total sales each category represents (to total 100%). For each category that applies to your sales, circle the general types of products that you intend to sell at Market and list individual products as well.

**Category 1:** Estimated % of sales \_\_\_\_\_ **Raw or minimally processed farm products**

Raw Vegetables and fruits:

Eggs:

Honey:

Herbs:

Bedding plants:

Landscape plants:

Cut flowers:

Other:



SIERRA NEVADA BREWING CO.

**Category 2:** Estimated % of sales \_\_\_\_\_ **Processed foods that require an NCDA (North Carolina Department of Agriculture) kitchen inspection. If ingredients in the products below are harvested from your farm, please indicate which ones.**

Baked goods:

Jams, jellies, preserves:

Vinegars:

**Category 3:** Estimated % of sales \_\_\_\_\_ **Products that require more stringent inspections, regulation, and usually refrigeration.**

Acidified foods like pickles and relishes (these require the FDA short course certification):

Cheese and other dairy products:

Meat (requires a meat handler's license obtained from NCDA Division of Meat and Poultry):

Fish:

**Category 4:** Estimated % of sales \_\_\_\_\_ **Craft products**

**Note: craft/artisan applications must include four photographs or slides showing a representation of the items to be sold.**

Farm crafts: produced from no less than 80% of materials grown or harvested by craft person

Non-farm crafts: made with products not grown or harvested by craft person



SIERRA NEVADA BREWING CO.

**Vendor Background Information** (The more descriptive you are describing your operation, the better able we are to evaluate your application)

1. How long have you been farming?
2. How much area do you have in production?
3. How long have you been producing these products?
4. How do you currently market your products?
5. Do you sell at other farmers markets in the area? Which ones and for how long?
6. Is there anything else you want us to know about your products, experiences, or plans?
7. How many weeks do you plan to sell at the SNB Tailgate Market?

**The operating dates are as follows: Tuesdays, May 1– October 30, 4:00-7:00pm**

Please indicate which months and weeks you will be able to participate. If you already know that you would only be able to sell for a few weeks of a certain month please put the number of weeks for that month in the box.

May	June	July	August	September	October

**Preference will be given to applicants that include the entire season.**

9. Please provide description of vehicle to be used to transport your products including make, model, color & license plate number.



SIERRA NEVADA BREWING CO.

## Vendor Eligibility

1. All individuals whose goods comply with Market rules and guidelines who wish to participate in the Market as vendors will be required to complete an Application for Permission to Sell and submit with the application all applicable licenses pertaining to food processing establishments and all other required permits.
  - i. North Carolina Department of Agriculture (NCDA) kitchen inspection for processed, packaged, and prepared foods
  - ii. NCDA Division of Meat and Poultry meat handler's license
  - iii. FDA Short Course Certification for acidified foods (pickled, relishes, etc.)
  - iv. USDA Organic Certification
  - v. Sales Tax ID Number (NC Certificate of Registration Number)
2. A vendor will be allowed to participate in the market after receiving approval of their application by the Market Advisory Committee and after possible inspection of their facility by a Market Representative.
3. Sellers must reside in and produce the items they sell within a 100-mile radius of Sierra Nevada Brewing Co.
  - i. Exception: seafood/fish must come from within North or South Carolina.
  - ii. Some specialty crops which are grown or raised beyond the 100-mile radius (i.e. peaches, climate-bound crops, certain proteins) that add to the diversity of the market may be sold ONLY with prior approval from the Advisory Committee and market representative.
4. Sellers must be the original producer of all items being sold. No buying and reselling of produce or other products is allowed.
5. Products eligible for sale include?
  - i. Any vegetable grown by the seller from seeds, sets, or seedlings
  - ii. Any fruits, nuts or berries grown by the seller from trees, bushes, or vines on the seller's farm
  - iii. Any plant grown by the seller from seed, seedling, transplant or cutting
  - iv. Bulbs propagated by the seller.
  - v. Honey produced by the seller's bees
  - vi. Fresh (not frozen) baked goods made by the seller. All baked goods must be wrapped.
  - vii. Preserves, relishes, jams, jellies, etc. made by the seller. No "low acid" canned foods such as green beans, corn, peas, carrots, etc. may be sold. High acid or acidified foods (pickles, tomato products, etc.) may be sold if the seller has passed the FDA certification course. A copy of their certification must be on file with the market representative.
  - viii. Fresh cut or dried flowers grown by the seller.
  - ix. Meat from animals raised on the vendor's premises, seafood from NC and SC fishermen.
  - x. All produce must be of top quality, to be determined by the market representative.
6. Vendor representatives must be present at every market during the entire season as indicated above in order to exercise permit rights.



SIERRA NEVADA BREWING CO.

7. **Specific Craft Criteria:** Crafts, for the purpose of the SNBC Tailgate Market, shall be determined to be an item which an observer of the craft can appreciate the technique and execution of the employment of manual skill in the craft's production.
- a. All crafts must be handcrafted by the vendor or a member of the vendor's farm or craft unit.
  - b. Crafts must be the product of a home or cottage-type industry using an intermediate type technology rather than an industrial type production. To be considered "handcrafted," the item must show evidence of manual skills obtainable only through a significant period of experience and dedication.
  - c. Active participants of the SNB Tailgate Market may sell books that they have originally written that relate directly to the actual product sold at the market, or describing the work and life of the seller as it relates to their market activities. Photographs may be included that relate to the seller's life and work. All books must be approved by the Market Representative prior to sale.
  - d. Examples of unacceptable items would be, but not limited to:
    - i. Tracings of paint by number, photographs, postcards, prints (unless of an original painting/photograph), ceramics or pottery from commercial molds, wood carvings using duplicating machines, kits in any form, and any other items which clearly do not reflect originality of design.
    - ii. No mechanical, optical, digital or electronic reproductions will be allowed.
  - e. All crafts must be of excellent workmanship both in quality and design, determined by market advisory committee.
  - f. All crafts vendors must comply with and abide by all Vendor Rules of the SNBC Tailgate Market.
  - g. The Market Representative has the discretion to immediately remove any craft item that he/she considers objectionable, such as an item containing profane, crude or potentially offensive content.

### **Market Logistics**

1. The market will operate Tuesdays, May 1– October 30, Tuesdays, 4:00-7:00pm, in the gravel parking area in front of Sierra Nevada Brewing Co. located at 100 Sierra Nevada Way in Mills River, NC. Only under extreme weather events (hurricane, strong thunderstorms, etc.) will the cancellation of market be considered.
2. Stall permits are issued once a year at the beginning of the season. These stalls will be assigned a location for the entire season. Permits will be approved using the following criteria:
  - The products to be sold reflect the market mission and goals;
  - The product increases the selection and diversity of products available at the market. Seniority applies if the vendor continues to offer products meeting the first of the aforementioned criteria and demonstrate the ability to provide a sufficient supply of products for sale.
  - A committee in conjunction with the Market Representative reviews all applications and issues stall permits.
3. Sellers must pay a daily fee of \$10.00 for one space, 12' wide x 18' deep, or \$200 for the entirety of the season. Fee goes directly to all Tailgate marketing opportunities.



SIERRA NEVADA BREWING CO.

4. Vendors may share a stand at the Market in order to provide a broader selection of product throughout the season. If opting for this, both applications must be submitted together. However, the vendor or qualified representative whose products are being sold on that Market day must be present.
5. Vendors who do not wish to apply for the entire season, but rather on a week-by-week basis, will be considered “daily vendors.” Daily vendors must provide copies of all required licenses and permits to the Market Representative prior to setting up the vendor tent.
6. Sellers will not be able to move their vehicles in or out of the market area during times when such movement would pose a danger to people in the shopping area. Vendors may not leave prior to closing time unless approved by market representative.
7. All tents must be set up between 3:00 and 3:45pm on market days in assigned areas. Take down and load out may begin at 7:00PM and must be complete no later than 8:00PM. Vendors will have tent sites pre-assigned for the season determined during pre-season market kickoff meeting (date TBD). Vendor tents will not exceed 10 ft. in width.
8. Seller is responsible for cleaning up the area around his/her selling tent site at the conclusion of each market.
  - a. No water or ice that comes into contact with meat or fish may be deposited or allowed to drain onto the market premises.
9. **Prices must be posted for all items sold.**
10. No animals may be sold or given away at the market.
11. Any item marketed or sold with a claim of “organic” must meet the requirements of the National Organic Program. Sellers of organic items must have a copy of their certification on file with the market representative as well as displayed when selling at market. Only certified organic growers may display a sign using the word organic.

**All vendors must provide notification by the Monday prior to the next market if they will not be present.** Failure to comply may result in vendor removal from the market at the Market Representative’s discretion.

Tents for daily vendors, as well as daily parking stalls, are assigned on a first-come, first-served basis by the Market Representative. All daily vendors must submit the Application for Permission to Sell before being eligible for acceptance for the following week. The policy of first-come, first-served is interpreted to allow for a fair, orderly and courteous system.



SIERRA NEVADA BREWING CO.

## Rules Applicable to all Vendors

1. All sellers must abide by, and all products must comply with, all applicable federal, state, and local regulations governing health, packaging, labeling, taxes, scales, weights, and measures, etc.
2. **All items must be grown, gathered, produced and/or processed by the vendor.** All processed products must be properly labeled in accordance with the State and Federal labeling laws. All containers must comply with State laws. Purchasing items from other vendors or producers for direct resale at the SNBC Tailgate Market is not allowed.
3. **Potentially Hazardous Foods:** Potentially hazardous foods are so defined by the Department of Health: “Potentially hazardous food means any food which consists wholly or in part of milk, milk products, eggs, meat, poultry, fish, shellfish, edible crustacean, or other ingredients, and which is capable or supporting rapid and progressive growth of pathogenic, infectious, or toxigenic microorganisms.” It is the responsibility of the vendor to abide by the Department of Health guidelines concerning the vending of such products. If any vendor is deemed to be in violation of health codes pertaining to such products, the following measure will be taken by the Market Representative:
  - a. The vendor of such a product will be immediately removed from the Market for that day.
  - b. The proper regulatory agency will be notified.The vendor is responsible for monitoring and maintaining proper temperatures in accordance with health codes. Vendors who sell food that must be kept refrigerated or frozen must have an accurate thermometer at the market.
8. **Pets:** Sellers may not bring pets into the Market for health and safety reasons.
9. **Smoking:** Both vendors and market attendees are prohibited from smoking in the market area.
10. **Noise/Fumes:** No loud or disturbing noises shall be made or action taken on the grounds which will interfere with the rights, comforts or convenience of other vendors or the public. No vendor shall play, or allow to be played, any radio or other sound instrument at a sound level which may annoy or disturb other vendors. The running of any gasoline or diesel motors or engines, including all vehicles, is not permitted.
11. Vendors are responsible for disposing of any waste generated during market hours, and ensuring their selling space is free of any debris upon departure of each market.
12. **Vendor Conduct:** Vendors shall conduct themselves in a manner that is courteous to other vendors, Market personnel, and the public. Behavior that is threatening, abusive or harassing shall constitute a violation of the SNBC Tailgate Market Policies, Procedures, and Rules and is grounds for immediate termination of Market membership at the sole discretion of the Market Representative.

**Inspection:** Representatives of the SNBC Tailgate Market shall have the right to conduct an inspection of the production areas of those products sold by a vendor in the Market. The vendor will be given 48 hours’ notification prior to an inspection. An inspection may include but is not limited to review of ownership information and any other documents relevant to determining product legitimacy. Failure to allow such an inspection shall constitute a violation of the SNBC Tailgate Market Policies, Procedures and Rules and be grounds for immediate termination of Market membership at the sole discretion of the Market Representative.



SIERRA NEVADA BREWING CO.

I acknowledge that I have been provided with a copy of the Rules of the SNBC Tailgate Market and that I will abide by these rules. I also understand my membership will be terminated for violation of the Vendor Rules. I further agree to allow representatives of the SNBC Tailgate Market to visit the premises where the products I intend to sell are produced.

**Hold Harmless**

The vendor, in consideration of participating in the SNBC Tailgate Market, agrees to hold Sierra Nevada Brewing Co. and their officers, directors and employees harmless from and against any and all claims, causes of action, demands, debts, damages, judgments, cost or expenses (including attorney fees), or other losses of any nature of kind arising from, relating to, or in any manner connected with market activities.

I have read the Policies, Procedures, and Rules for the SNB Tailgate Market and hereby agree to abide by them. I also acknowledge that the products I will sell must be of my own productions and produced at the location described on my application. I acknowledge full responsibility for all my activities in the market (and for those assisting me) throughout the season's permit. I acknowledge the authority of the Market Representative to immediately settle any disputes regarding product legitimacy, procedural, and vendor conduct violations.

Signature\_\_\_\_\_ Date\_\_\_\_\_