



Valley of the Moon Certified Farmers' Market  
34 West Spain Street, Sonoma, CA 95476  
707-694-3611      www.SonomaPlazaMarket.org

## **Food Vendor Application Important Notes**

--Please fill out your application completely and thoroughly. Our Selection Committee makes their decisions from the applications, so be sure to make a good case for why you should be accepted! We strongly favor LOCAL, SMALL INDEPENDENT BUSINESSES.

--Applications received without the \$35 application fee will not be considered! Do not forget to enclose your payment.

--All required paperwork, insurance, permits, etc. do NOT need to be in place and submitted with your application. If you are accepted as a 2017 vendor, you will be notified in by March 15th and will have until late April to submit all necessary paperwork and permits.

--If you need 240 volt electricity, be sure to note that on your application, as there are limited 240 volt outlets in the Plaza. Please include a photo of your 240 plug and tell us the amperage you will need. Note that we DO NOT allow generators, so you must be sure that we have the electricity you will need.

--Our absentee policy allows each vendor ONE absence per season at no charge. Any absences beyond the first, for any reason, are charged to the vendor at their usual weekly rate, with payment expected at the next market you attend.

--Prepared Food vendors MUST include your proposed menu and prices! During the market season, proposed changes or additions to your menu must be approved by our Board BEFORE you will be allowed to offer them.

**--2017 CHANGES: Prepared Food vendors will now be charged 10% of gross sales receipts, with a minimum of \$50 per 10' x 10' stall. In order to accurately report sales and allow for VOMCFM to audit your sales, a point-of-sale system or cash register is strongly recommended. Food trucks and local Sonoma restaurants will be offered special spaces behind City Hall on the 2<sup>nd</sup> and 4<sup>th</sup> Tuesdays of each month (twice per month for 5 months). If you have a food truck or are a local restaurant, please be sure to indicate that in the "Additional Information" section on Page 3.**

**--2017 CHANGES: The 2017 market season will be from May through September! There will be NO MARKET on Tuesday, July 4<sup>th</sup>, and the final market of the season will be September 26, 2017. On the 2<sup>nd</sup> and 4<sup>th</sup> Tuesdays of each month, musical entertainment will be held in the Grinstead Amphitheatre instead of the horseshoe lawn. The application deadline for 2017 has been extended to February 15, 2017. Notifications to accepted vendors will be sent by March 15, 2017.**



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## Food Vendor Application

**Business Name:** \_\_\_\_\_

**Name and Title of Person Applying:** \_\_\_\_\_

**Business Location:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Website URL:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_

**Cell Phone(s):** \_\_\_\_\_

**Fax:** \_\_\_\_\_

<i>Please indicate what you will allow us to post on the VOMCFM website (circle any):</i>	
Business Phone	Cell Phone
Address	Email
Link to your website	Nothing

**Best Way to Contact You (circle one):**      Email      Business Phone      Cell Phone      Mail

Other (please specify): \_\_\_\_\_

**VOMCFM runs from the beginning of May through the end of September.**

**Preference is given to vendors who commit to our entire season.**

**Will you commit for the entire season? (circle one)**                      Yes                      No

**If NO, what are your beginning and ending dates for attending the Market?** \_\_\_\_\_ - \_\_\_\_\_  
    Beginning                                      Ending

**How many 10' x 10' stalls will you need? (circle one):**              One              Two              Three  
    (10'x10')              (10'x20')              (10'x30')

**Do you need a power source? (circle):**                      No              Yes              Yes  
    120 V              240 V  
    (If requesting 240V, include a photo of your plug and the amperage you will need.)

**Business Ownership (circle any below):**                      **Number of years in business:** \_\_\_\_\_

Sole Proprietor      Partnership/LLC      Corporation      Family-owned      Non-Profit

**Where do you sell your products? (circle all that apply)**

- |                                  |                                |                           |
|----------------------------------|--------------------------------|---------------------------|
| Other farmers' markets           | Direct to stores (#? _____)    | Wholesale distributors    |
| Online                           | Your own store, stand or cart  | Festivals & fairs         |
| Direct to restaurants (#? _____) | Direct to schools/institutions | Direct to food processors |
| CSA (# of subscribers? _____)    |                                |                           |

**Please list all other farmers' markets that you sell or have sold at:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please list below all individuals that you anticipate will work at your stall (we request this information to comply with California Farmers' Market regulations and in case of emergency):**

<i>Name</i>	<i>Phone number</i>	<i>Family, Friend, or Employee?</i>

**Space for additional information, including any requests for a specific location within the market:**

**Please complete all pages of this Application. Incomplete applications may be rejected.**

**Submit your Application—with a \$35 application fee—to VOMCFM, 34 W. Spain St., Sonoma, CA 95476. Applications received after February 15, 2017 will be considered late and may not be reviewed for acceptance with our initial vendors to start the Market on May 2, 2017.**

**I agree to read, understand and comply with the Bylaws and Rules and Regulations of the Valley of the Moon Certified Farmers' Market (to be posted online at [www.SonomaPlazaMarket.org](http://www.SonomaPlazaMarket.org)). I also understand that it is my responsibility to ensure that all workers at my stall know and comply with the Bylaws and Rules and Regulations.**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



***Ingredients/Sourcing:***

**NEW: All Prepared Food Vendors will be required to submit receipts for a season total of at least \$250 worth of produce purchased from VOMCFM farmer vendors.**

\_\_\_\_\_ *% of ingredients purchased from local farmers*

List those ingredients and sources: \_\_\_\_\_

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\_\_\_\_\_ *% of certified organic ingredients*

List those ingredients and sources: \_\_\_\_\_

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***Sources for all other ingredients not listed above***

List those ingredients and sources: \_\_\_\_\_

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***Dairy Products:***

***Types of cheese or other dairy items you wish to sell:*** \_\_\_\_\_

***Milk Sources (Name and Location):*** \_\_\_\_\_

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***Type of coagulant/rennet used:*** \_\_\_\_\_

\_\_\_\_\_ *% of raw milk products*

\_\_\_\_\_ *% of pasteurized products*

**All applicants must attach a menu/product list with descriptions and prices.**

***NEW: Prepared Food Vendors will only be able to offer specialty drinks, for example horchata. For water, sodas, coffee, etc., patrons should be directed to the Market's coffee/drink vendor, which will offer an express line for quick service.***

***Permits/Registrations/Certifications***

*(Attach copies of any permits, registrations or certificates, if available.  
Copies will be REQUIRED prior to Market start date.)*

***Temporary Retail Food Facility Permit (Sonoma County Dept. of Health Services):***

Food ID #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

***Class A Cottage Food Operation Registration (Sonoma County Dept. of Health Services):***

Facility ID #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

***Class B Cottage Food Operation Permit (Sonoma County Dept. of Health Services):***

Facility ID #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

***Processed Food Registration (California Dept. of Public Health):***

Registration #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

***Food Handler Safety Certification:***

Certificate #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

***City of Sonoma Business License:***

License #: \_\_\_\_\_

***Organic:***

Certifying Agency: \_\_\_\_\_ Certified since what year? \_\_\_\_\_

CDFA Organic Registration #: \_\_\_\_\_

***Other Certifications/Registrations/Permits:***

Type of Cert/Reg/Permit: \_\_\_\_\_

Agency: \_\_\_\_\_ Since what year? \_\_\_\_\_

Type of Cert/Reg/Permit: \_\_\_\_\_

Agency: \_\_\_\_\_ Since what year? \_\_\_\_\_