



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.

--Enclose your payment! Applications without the **\$45 application fee** will not be considered!

--All required paperwork, insurance, permits, etc. do NOT need to be in place and submitted with your application. If you are accepted as a 2019 vendor, you will be notified by March 15th and will have until late April to submit all necessary paperwork and permits.

--Due to the Fourth of July holiday, there will be **NO MARKET ON JULY 2<sup>nd</sup>!**

--If you need 240 volt electricity, please note that on your application--there are limited 240 volt outlets in the Plaza. Include a photo of your 240 plug and tell us the amperage you will need. We DO NOT allow generators, so help us insure 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.

--The Fire Marshall will inspect all food vendors on Market Opening Day. If your booth is not in compliance with our fire regulations (current fire extinguisher, pavement protection under cooking units, propane tanks secured, cooking area barricaded from the public, etc.), you will be immediately shut down for the night!! But you will still owe your minimum stall fee for the night. **Be sure you are completely in compliance on Opening Day—NO EXCEPTIONS!!**

--The City of Sonoma has adopted a **Single-Use Plastic Ban for all Plaza events—NO plastic straws, water or drinks sold in plastic bottles, plastic silverware, plastic clam-shell to-go containers, plastic plates, etc. Be prepared—this will be enforced!!**

--**Late Applications: Any late applications received after the February 1, 2019 deadline must pay a late application penalty of \$30. TOTAL LATE APPLICATION FEE is \$75.**

*Please retain this page for your records—DO NOT return it with your completed application!*



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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: \_\_\_\_\_

Please indicate what you will allow us to post on the VOMCFM website (circle any):

Table with 2 columns: 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 (10'x10') Two (10'x20') Three (10'x30')

Do you need a power source? (circle): No Yes 120 V Yes 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. (Applicant should read and retain Page 1, "Important Notes,"--Do NOT submit Page 1 with your application.)**

**Submit your Application (Pages 2-6)—with a \$45 application fee—to VOMCFM, 34 W. Spain St., Sonoma, CA 95476. Applications received after February 1, 2019 will be considered late and must include a late penalty of \$30, for a total LATE APPLICATION FEE of \$75!**

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

**I am a (circle one):**

**Prepared Food Vendor**

We sell items that require cooking, combining of previously prepared ingredients and/or any form of on-site preparation of ingredients designed for on-site consumption.

**Packaged Food Vendor**

We sell items that are prepared off-site. Items that are prepared off-site may be wrapped, bagged or otherwise packaged on-site for purchase (for example, bread loaves or pastries).

**Do you use hot oil/deep fat frying in your stall? (circle one)** Yes No

**Do you use propane burners or grills? (circle one)** Yes No

**Do you sample the products you sell? (circle one)** Yes No

**Are you planning to bring a self-contained vehicle/food truck? (circle one)** Yes No

**If YES, please provide the length and width of your vehicle, in feet.** \_\_\_\_\_ by \_\_\_\_\_  
length width

**Describe your business history and business philosophy:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Describe your product and any interesting facts about how it is made:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Describe any specialty items you offer, such as gluten-free, vegetarian, vegan, locally-sourced, etc.:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

***Ingredients/Sourcing:***

**All Prepared Food Vendors are required to purchase a season total of at least \$250 worth of produce from VOMCFM farmer vendors. (Be sure to get receipts!)**

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

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

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

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

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

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

***If you were a 2018 Prepared Food vendor, list below the VOMCFM farmer vendor(s) from whom you purchased your \$250 worth of product during the 2018 season (attach receipts from the farmer):***

Farmer name: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Farmer name: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Farmer name: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Farmer name: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

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

***Prepared Food Vendors may only sell specialty drinks, for example horchata.  
For sodas, coffee, etc., patrons should be directed to the Market's  
coffee/drink vendor, which offers an express line for quick service.  
NO WATER IN PLASTIC BOTTLES will be allowed to be sold by Anyone!***

***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? \_\_\_\_\_