



Callaway Gardens Farmers Market Rules & Regulations

Rules and Regulations are mandatory for all farmers, growers, food and artisan vendors, and performers. Please read this carefully before submitting your application.

Callaway Gardens Farmers Market Objective

The objective of the Callaway Gardens Farmers Market is to support the development of the local agricultural economy which will foster stewardship of our land and goodwill in our community by: providing a place for farmers/growers to sell their goods directly to consumers; assisting businesses who sell locally grown food, farm and garden related products; a place that will provide a unique shopping experience and a gathering place at Callaway Gardens.

General Rules and Regulations

All products must be grown or otherwise produced within a 150 mile radius of Callaway Gardens located in Pine Mountain, Georgia. All types of fresh fruits and vegetables, bedding plants, flowers, potted plants, herbs, honey, molasses, USDA-Certified meat, jams and jellies can be sold, including locally produced and manufactured arts and crafts. Live animals are not allowed for sale or allowed on premise.

Vendors intending to sell prepared and packaged food products for resale must provide a copy of their current Georgia Department of Agriculture Food Sales Establishment License on an annual basis. These vendors must attest in writing to the fact that they grow or buy from local growers the primary ingredients in their product. Baked goods are exempted from this regulation. Callaway Gardens reserves the right to refuse any product to be sold at the Callaway Gardens Farmers Market.

Vendors who wish to sell eggs and/or dairy must provide a copy of their current Georgia Department of Agriculture certification on an annual basis.

Vendors must provide a list of items they intend to sell to the Farmers Market Coordinator no later than Wednesday at 5:00 pm of the week they intend to sell. This will allow the Market to maintain a diverse selection of goods and to help manage supply and demand.

Production Location

To minimize travel, environmental impact, maximize freshness and to support local farmers and vendors, products must be grown or produced within 150 miles of Callaway Gardens Resort, Inc. located in Pine Mountain, Georgia.

Health Regulations

All vendors participating in the Callaway Gardens Farmers Market shall comply with the sanitary rules and regulations of Harris County and the State of Georgia Health Departments. All food must be properly prepared, refrigerated (if applicable), packaged, and displayed in accordance with all local, state and federal regulations. A vendor may be immediately suspended and/or expelled from market participation if they fail to comply with health department regulations. All local and state health permits must be acquired two weeks prior to the event and a copy provided to Callaway Gardens at least one week in advance.

Hold-Harmless Clause and Insurance

All authorized vendors participating in the Callaway Gardens Farmers Market shall be individually and severally responsible to the Callaway Gardens Resort, Inc. for any loss, personal injury, death, and/or other damages that may occur as a result of the vendors' negligence or that of its agents and employees, and all vendors hereby agree to indemnify and save the Callaway Gardens Resort, Inc. and its representatives harmless from any loss, costs, damages and other expenses, including attorney's fees, suffered or incurred by the Callaway Gardens Resort, Inc. by reason of the vendors' negligence or that of its agents and employees: provided that the vendors shall not be responsible nor required to indemnify the Callaway Gardens Resort, Inc. for negligence, its agents and employees. Because no insurance is provided to participants in the Callaway Gardens Resort, Inc., each vendor must carry his/her own product liability insurance and must be prepared to present it at the Callaway Gardens Resort, Inc. Each vehicle must be covered by vehicle liability insurance to cover any vehicle related incidents. Proof of such insurance should accompany your application to the Callaway Gardens Farmers Market.

Market Location

The Callaway Gardens Farmers Market is located at the East Beach in Callaway Gardens but may from time to time be moved as decided by the Market Manager.

Market Schedule

The Callaway Gardens Farmers Market shall be in operation each Friday afternoon from 4:00 pm until 7:00 pm beginning the first Friday of May and continuing through the first Friday in October. Setup begins no earlier than 2:00 pm on each Friday. Selling will begin as each individual vendor sets up (no earlier than 4:00 pm) and ceases promptly at 7:00 pm. The Callaway Gardens Farmers Market shall be in operation rain or shine.

Vendors are asked to give the Farmers Market Coordinator 48 hours notice if they cannot attend so arrangements can be made for replacements. Vendors who cancel frequently risk being replaced by more consistent vendors. Vendors agree to provide staff in their booth at all times during the hours of operation of the Farmers Market.

Booth Fee

The CALLAWAY GARDENS FARMERS MARKET needs stable and committed farmers/growers and other vendors to be viable. 2012 Booth Fees are as follows:
10' X 10' space:

Full season (23 weeks) rate of \$400 per booth

Half season (12 weeks) rate of \$225 per booth

Farmer's Season (1-5) - produce vendors only rate of \$50 per booth

Farmer's Season 1: May 4 to June 1

Farmer's Season 4: Aug 17 to Sept 14

Farmer's Season 2: June 8 to July 6

Farmer's Season 5: Sept 21 to Oct 5

Farmer's Season 3: July 13 to Aug 10

Temporary or Weekly Vendors

In the event that the Callaway Gardens Farmers Market should decide to accept temporary or weekly vendors, their eligibility and criteria will be based on the same criteria as seasonal vendors.

Space Assignment and Tents

Space shall be generally defined as 10' x 10'. Vendors are responsible for setting up their space and keeping it clean. Callaway Gardens Farmers Market will provide vendors with a tent. Umbrellas are not allowed. Tables are suggested. Nothing shall be displayed on the ground. (With the exception of live plants). Nothing shall extend in to the space of another vendor unless agreed upon by both parties. Space assignments will be made weekly and designated by the Market Coordinator.

Parking and Booth Set-Up

Vendor agrees to remove all vehicles and other transportation carts from outside the market area 30 minutes prior to the opening hour of 4:00 pm. Vehicles not removed within the designated time will be towed at the vendor's expense. Designated parking areas will be provided specifically for vendors

behind the Beach Dome. Parking outside the designated area during the hours of the Farmers Market may result in the vendor being removed from the event.

Cleanup

All vendors shall clean up their area at the end of each Market day. All vendors shall be clear of the vending area by 8:00 p.m. Vendors shall be responsible for the cleanliness of their space during market hours. All vendors shall bring a broom and trash bag, and keep their space free of litter. Vendors shall not use the nearby public and private trash receptacles for disposal of produce boxes and unsold produce. All trash and other debris shall be removed from the site by the vendor. The site shall be clean and returned to Callaway Gardens as was delivered.

Pricing, Weights and Measures

Each vendor will operate as an individual entity and, as such, each vendor is responsible for setting his/her own prices. Weights and measures are expected to be in accordance with all applicable local, state and federal rules and regulations. All scales shall be approved by the Georgia Department of Agriculture and have current inspection stickers.

Vendors are strongly encouraged to display signage indicating the name and price of each item for sale. Callaway Gardens will provide vendors with signage.

Labeling

All vendors are expected to clearly label all products as necessary in accordance with all applicable local, state and federal rules and regulations.

Farmer/Grower/Vendor Signage

Vendors will provide a display sign indicating farm name and location at their space or tent.

Method of Production and Product Quality Claims

Though vendors selling at the Callaway Gardens Farmers Market are acting as individual business entities, claims made by individual vendors may be perceived by customers to be backed by Callaway Gardens as a whole. For this reason, claims of specific production practices, and claims that products have specific nutritive or other health benefits, must be supported by studies, or methods of analysis, which are recognized by state and/or federal governmental agencies for purposes of certification and is the responsibility of the vendor. For example, under existing state and federal law, only certified organic growers may claim to use organic growing methods. As there is no state or federal certification program for those making "pesticide-free" and related claims, vendors may not make such claims until such a program is established by an official state or federal agency. Edible food products must be made in a

Health Department Licensed Commercial Kitchen and a copy of the permit needs to be provided to Callaway Gardens Resort, Inc.

Electricity/Refrigeration

Vendors needing electricity must receive prior approval from the Farmers Market Coordinator. Generators will not be permitted.

Miscellaneous

No smoking. No firearms. No alcoholic beverages or illegal drugs (zero tolerance). No Multi-Level Marketing Products. Inappropriate language or behavior, profanity, or other harassment or abuse by a vendor or vendor employee toward another vendor or customer of the farmers market is grounds for immediate and permanent expulsion from the farmers market. Vendors and vendor employees must be dressed appropriately in guest view.

Non-Profit Organizations

Non-profit organizations are welcome to submit an application. They are required to pay the same rate as the other vendors on a per space basis.

Complaints

Complaints of any kind against any vendor shall be directed to the attention of the Farmers Market Coordinator. The Farmers Market Coordinator shall have the right to warn and/or suspend a vendor based on the Farmers Market Coordinator's personal observation of a violation of the rules and regulations. Callaway Gardens Resort, Inc. reserves the right to revise the Callaway Gardens Farmers Market Rules and Regulations at any time. If you have additional questions on the market's rules and regulations for vendors and performers, please contact the Farmers Market Coordinator at farmersmarketinfo@callawaygardens.com or 706.663.5055.

Performers

Performers agree all above vendor rules. In addition they must perform in an appropriate family-friendly manner, no profanity and no smoking.

Artisans/Crafts

Any product that is represented must not be manufactured or imported outside the 150 mile radius of the Farmers Market. Callaway Gardens Resort, Inc. reserves the right to reject any merchandise deemed inappropriate, i.e., not crafted by hand, not crafted from raw or natural materials, or not suited for a family atmosphere.

Market Coordinator

Role of Coordinator is to assign spaces, enforce rules, collect fees, and handle disputes.