



# PRATT FARMERS' MARKET

at Merchant Park

## 2018 GUIDELINES

<https://www.facebook.com/PRATTFarmersMarket/>

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*The mission PFM is to provide a venue where growers and artisans sell products, thus fostering healthy lifestyles and community building in the heart of downtown Pratt.*

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- ALL Vendors must read and sign this form signifying that they agree to all regulations.
- ALL Vendors must sign prior to selling at their first market of the year.
- Market season is defined as Second Saturday in May through October.

*This market is managed by volunteers who believe in the promotion of Local Food. As such, please remember we will "Grow as we Go". Situations may arise during the market season that may require guideline and procedure amendments to the below application. Thank you for joining us at the PRATT Farmers' Market!*

### PART I. GENERAL GUIDELINES AND MARKET PROCEDURE FOR VENDORS

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1. **WHO MAY SELL:** Growers, craftsmen, bakers, honey producers, artists, musicians, etc. are all allowed to sell at the PFM. The PFM committee reserves the right at any time to prohibit any additional items from being sold or traded and to refuse admission to any seller. Food items from out-of-Kansas growing region (i.e. grapefruit from Texas, etc) must submit this application one week prior to the market for approval. Approvals will be made on a case-by-case basis.
2. **WHAT MAY BE SOLD:** Fresh produce, cut flowers, live plants, baked goods, honey, jams, jellies, frozen meats, coffee products and handcrafted items, including jewelry, soaps, silk flowers, etc. Any other "purchased" items can be sold as long as it compliments items listed above. *Product-specific guidelines are outlined below.*
3. **SANITATION:** Vendors are responsible for removal of waste and leftover produce from the market area. All vendors are subject to inspection by the Pratt County Health Department. Vendors are responsible for trash pick-up. **Do not leave trash behind after the market is closed. Please utilize the recycling bins provided by Pratt County.**
4. **MARKET LOCATION, DATES AND TIMES:** The Market is located at the Merchant Market on the corner of 4<sup>th</sup> Street and Main Street Pratt, KS. A portion of 4<sup>th</sup> Street will be blocked off to accommodate vendors. SECOND SATURDAY markets begin the 2nd week of May at **8am.**
  - May 12<sup>th</sup> - OPENING DAY
  - June 9<sup>th</sup> - MISS KANSAS PAGEANT
  - July 14<sup>th</sup> - DOWNTOWN SIDEWALK SALE
  - August 11<sup>th</sup>
  - September 8<sup>th</sup>
  - October 13<sup>th</sup> (Fall Festival TBA)

5. **VENDOR STALLS:** Vendors will be given stalls according to type of goods sold (with emphasis on produce/food vendors) as determined by the receipt of this application (i.e. “first come, first serve”) as well as commitment to all SIX SECOND SATURDAY events.
  - Vendors must keep the paved sidewalk area free as to create enough space for patrons to maneuver.
  - 4<sup>th</sup> street will be closed West of Main Street to the Parish Loft driveway. That space is for vendor use only.
  - Vendors are not allowed to park in the stalls surrounding the market (unless approved by market manager) but can park to unload prior to open. Please park at Liberty Middle School.
6. **SET UP AND START TIMES:** Vendors are asked to be in place at least a half hour before market start time. **Please do not sell prior to the posted opening time.**
7. **INSURANCE:** Vendors are responsible for their own insurance, licenses and any permits necessary for the products they sale at PFM. KDA Food Safety and Lodging program (kda.fsl@ks.gov or 785-564-6767). KDA is happy to guide you through the process and answer questions.
8. **TAX REGISTRATION CERTIFICATE:** Sales tax: Every vendor must obtain a Retail Sales Tax certificate; vendors should file their tax liability individually. More information is available from the Kansas Department of Revenue (www.ksrevenue.org) or by calling 785-368-8222.
9. **GRIEVANCE PROCEDURE:** Any grievance regarding the pricing habits, displays or conduct of another vendor should be immediately directed to the market manager and NOT directed to the vendor in question. If the Market Manager fails to settle the grievance, it shall be directed to the Board of Directors for discussion and vote.
10. **STATE REGULATIONS:** To sell only approved food, products, and other items as defined the K-State Best Practices <https://www.bookstore.ksre.k-state.edu/pubs/MF3138.pdf>

## **PART II. MARKET AND VENDOR PROMOTION**

By increasing traffic and introducing new shoppers to the market, the demand for local products increases and this means more sales for you! There are several ways you can assist in promotion of the market. A few ideas:

1. **Word of Mouth.** Tell everybody you know that you are a vendor at PFM and share the dates, times and location as much as possible.
2. **Share on FACEBOOK** <https://www.facebook.com/PRATTFarmersMarket>
3. **Your own website, blog or other marketing** (related to your market products) online, please send the Market Manager the link so that we may include it on our website, newsletters, etc.
4. Prior to markets, post on the PFM Facebook page that you are planning to attend and please use the page to make announcements about what you will bring to market, especially when you have new produce/products to offer. For example, “We have ripe tomatoes in the garden and will be bringing them to market this Saturday!” Even better – post your note and a photo of your product!
5. Use the PFM logo in your materials and promotions.

We will continue to announce market news in the Pratt Tribune, Chamber of Commerce e-blast, and Facebook. Your suggestions and feedback are always welcome. Please do not hesitate to contact us through Facebook.

**RETURN VENDOR APPLICATON TO THE PEOPLES BANK 222 S. MAIN STREET \* PRATT, KS**  
**(ATTN: Abby Skaggs)**

Ellen Mohler- Market Manager (620) 770-1313 Deb Goyen- Board Member (620) 352-0203

**PART 3: PROMOTIONAL SURVEY**

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**Please answer the following questions as completely as possible to help PFM enhance promotion of the market.**

Please answer only what you are willing to have published. If you DO NOT want your phone number to appear in an online or print directory, please do not list it below. Your information, as listed above, will be for market manager contact only.

Please list your name as you would like it to appear in market directories. This can be the name of your farm, business or your family name. Think about how you want customers to identify you. This might be something you incorporate into your signage at the market.

x \_\_\_\_\_  
Name to Appear in Advertising

x \_\_\_\_\_  
Main Person to Contact

x \_\_\_\_\_ x \_\_\_\_\_  
Phone Number Email Address

x \_\_\_\_\_  
Website

Days at Market (generally):    Weekday (TBD)                      Saturday    Both

Products Offered: Vegetables Fruit Jams/Jellies Meat Honey Baked Goods Eggs  
Herbs

Plants Cut Flowers Pet Products Body Care Products Artisan Crafts Jewelry Other,  
please list

\_\_\_\_\_  
Licensed/certified canned products, please list  
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Add detail to your product offerings below, or send this as an additional sheet or email. Descriptive details about your gardening practices or produce you specialize in is encouraged. Please visit with the market manager if you would like assistance with your listing.

