



February 26, 2015

To Whom It May Concern:

Planning for the 2015 **Kennesaw Farmers Market** sponsored by the Kennesaw Downtown Development Authority (KDDA) has begun. We have exciting news about this year's market. The **Kennesaw Farmers Market** will begin operation on **Monday, May 4** and will be moved to Depot Park downtown (2829 Cherokee Street), overlapping with the popular Dinner at the Depot weekly food truck rallies. We believe holding both events on the same day will increase interest and traffic for both. The Farmers Market will be open from 3-7 pm, and food trucks will be operating from 6-9 pm.

In addition to this letter, you are receiving a **Farmers Market Vendor Application Form**. Please complete the form and return to me via email (jmcpherson@kennesaw-ga.gov) or by mail (Kennesaw Downtown Development Authority, Attn: Julia McPherson, 2529 J.O. Stephenson Avenue, Kennesaw GA 30144) as soon as possible. Opportunities for resell will be first come first serve and will be limited to two vendors.

Your participation will help the **Kennesaw Farmers Market** fulfill the expectations of our customers who want to see a variety of vendors delivering fresh, high quality products every week. As in the past, to help offset advertising and marketing expenses, the KDDA charges a fee of **\$5** each week you participate in our market.

Vendors will be welcome to sell from the back of a vehicle or provide their own tables, tents, etc. A sign must be visible stating products are **"homegrown" or "resell"**. Vendors will not be required to commit to the entire season, but are welcome to participate when they can. We ask they notify the Assistant Market Manager or Market Manager by Friday afternoon if they do not plan on attending the following week. This year, in order to make parking more accessible to market customers, parking spaces will be assigned to each vendor.

The KDDA will promote the Market through local print and social media, newsletters, websites, electronic signs, posters located in downtown businesses, etc.

Vendors may offer for sale articles for human consumption such as locally grown or produced fruits, vegetables, jams, jellies, baked goods, meat and dairy products, eggs, prepared foods, vegetables as well as bedding plants, nuts, berries, honey products, and home grown flowers that are compliant with state and local regulations. The KDDA encourages locally grown/produced food products.

All processed products **should** be labeled with:

1. **Common Name** of the food.
2. **Name/Address/Phone Number** of person who made the item.
3. A list of **Ingredients** with the common name of each ingredient.

Products that are governed by specific State or Federal laws and regulations **cannot be sold**, such as **Meat Products** (Governed by Georgia Meat Compliance Laws), **Eggs** (Governed by the Georgia Egg Law), and **Dairy Products** (Governed by the Georgia Dairy Law), **Organic Products** (from Growers or Processors without an Organic Certification), **Low Acid/Acidified Foods** (Canned Vegetables, Pickles, Salsa, etc) – unless the Processor is licensed (met all requirements) and has completed Better Process Control School. Please see the enclosed memo from Consumer Protection Division.

All business owners must supply a copy of their business license and any other documentation to the Market Manager with their application. If selling any of the above mentioned items or if you have attended the Better Process Control School, a copy of your certificate must be provided.

All vendors that process their food outside of Georgia must have a certificate, license, or documentation indicating they are permitted by their respective Regulatory Agency governing food sales, and that their firm is in compliance.

A Farmers Market vendor meeting will be scheduled for April. At that time, the **Kennesaw Farmers Market Vendor Agreement** and **Kennesaw Farmers Market Rules and Regulations** will be distributed. For any questions regarding the **Farmers Market**, please contact Julia at 770-794-7075 (jmcpherson@kennesaw-ga.gov) or Lisa at 404-667-5121 (lisa.fowler@yahoo.com).

Sincerely,

Julia McPherson
Downtown Development Coordinator

JM/s

Enclosures/Attachments