



**CITY OF ANNA MARIA  
Farmers Market  
Anna Maria, FL 34216**

**Tuesdays: 8:30am - 2:00pm  
(Set up by 7:30 a.m.)  
October 11, 2022 - May 9, 2023**

**WELCOME TO THE ANNA MARIA FARMERS MARKET**

The Anna Maria Farmers Market is a community-based activity with a focus on Southwest Florida-based produce and goods. Also offered are gourmet/specialty foods such as pastas, chutneys, sauces, pickles, and dressings. The Market gives growers/producers and consumers an opportunity to deal directly with each other, rather than through third parties. It also serves as an educational forum for consumers to learn the uses and benefits of locally grown or prepared quality food products while serving as an alternative marketing opportunity for growers or producers of the Southwest Florida agricultural commodities, whether they are growers or producers of very small quantities of eligible products or larger concerns.

This document contains market policies and regulations for the Anna Maria Farmers Market, scheduled for Tuesdays from October 11, 2022 through May 9, 2023. Only **approved** vendors may participate in the Farmers Market located at the City Pier Park. Please note that the procedures listed herein, are under review and may be changed during the current market season.

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## **APPLICATION PROCESS**

All individuals whose goods and circumstances meet the intent of the Market rules and guidelines (see pages 3/4) and wish to participate in the Market as vendors are required to complete an application to participate in the Anna Maria Farmers Market and submit required documents. Applications are available from the City of Anna Maria, (941) 708-6130, Ext. 110. Spaces will be located at the City Pier Park, located at 101 North Bay Blvd.

The primary focus of this Market is to have growers sell their produce directly to consumers. Applications will be considered in the order in which they are received and evaluated based on the product's contribution to the Market (e.g. how many spaces of similar products have already been approved) and the method in which the product is displayed (displays should be simple but aesthetically appealing). Freshness, Color, Variety and Fun are the goals of the Market.

Upon approval of their application, selected vendors will be issued space assignments based on the order in which the applications are received. Those vendors not accepted will have their name placed on a waiting list in the event of a cancellation. Only those vendors with assigned spaces are to come to the Tuesday markets (please do not arrive hoping for a cancellation).

Applications are due by **Monday, October 3, 2022**, and notification will begin immediately thereafter.

## **SPACE SIZE AND LOCATION**

### **Size and Location**

The space size for each selected vendor is limited to an assigned area that is ten feet wide and ten feet deep (10' x 10'). Vendors selected will receive a space assignment and sketch showing the location prior to the Market season, but such location may be moved at the discretion of the City of Anna Maria.

Vendors must furnish their own tables or carts, chairs, display arrangements and attractive shade protection.

Electrical outlets will not be available unless arranged in advance. **The need for electricity must be noted on the application.**

## MARKET HOURS

The Anna Maria Farmers Market is open to the public from 8:30 a.m. until 2:00 p.m. Participating sellers are asked to adhere to the following schedule each Tuesday:

- 7:00 a.m. Vendors are asked to set up in space which will be assigned.
- 7:00 a.m. Unloading at the space from vehicles shall be completed by 7:30a.m. **No Exceptions!**
- 7:30 a.m. Space set-up continues but **no vehicles will be allowed to enter the Market area.** From 8:00 a.m. until 2:00 p.m. only pedestrian traffic will be allowed in the Market area.
- 8:30 a.m. Market opens to the public.
- 2:00 p.m. Market closes (sales stop). Spaces are broken down and areas cleaned. Vendor vehicles will be allowed to re-enter market area for loading.
- 2:30 p.m. All vendor areas are cleaned and vendors depart.

For everyone's comfort and convenience, restrooms are available at the City Pier Park.

## PARKING

### VENDORS/VOLUNTEERS

Limited parking in assigned spaces may be provided for vendors. Location will be determined and announced to all vendors prior to the opening of the Market. **As in prior years, in no instance will sales from vehicles be permitted.**

Penalties for Violation of Parking Regulations: **Vendors who violate any of the parking regulations shall be subject to parking tickets.**

### APPLICABLE RULES FOR APPROVED VENDORS AND PRODUCTS

1. Only those vendors issued a Market Permit to Sell are allowed to participate in the Farmers Market, and only those products listed in the vendor's application may be sold. No other outdoor sales adjacent to the Market area will be permitted.
2. **All products MUST be pre-packaged, excluding approved produce products. No samples are allowed to be served (see #7 below). No beverages of any type are allowed to be served or sold (unless in a pre-sealed container and pre-approved by the City market coordinator).**
3. The sale of hobby ware, art objects, crafts, clothing, jewelry, or animals is prohibited.
4. Vendors shall conduct themselves in a manner that is courteous to other vendors, Market volunteers and the public. No loud music or noise shall be made, or action taken during Market hours which interferes with the rights, comfort, and convenience of other vendors or the public.
5. Each vendor will be responsible for his / her own sales transactions, restocking of products, and the condition of his / her booth space.
6. **No cooking will be allowed during Market hours, and no products requiring refrigeration may be sold without prior approval (including, but not limited to, any type of meat, fish, poultry, eggs, and dairy products).**
7. **No free samples are allowed.**
8. Vendors are asked to keep their sales areas clean and barrier-free during Market hours. Vendors are also asked to clear their space completely at the conclusion of the Market and haul the accumulated waste and containers home or deposit waste in a City-provided trash receptacle.
9. There are no pets allowed in the Market for health and safety reasons.
10. The Anna Maria Farmers Market does not carry insurance policies to cover individual vendors. Vendors are therefore responsible for their own personal liability and product liability insurance. Vendors must provide proof of insurance to participate in the market.

**APPLICABLE RULES FOR APPROVED VENDORS AND PRODUCTS - Continued**

11. **New Products:** Requests for new products which are not eligible for sale within the current guidelines of the Anna Maria Farmers Market must be submitted in writing to the City of Anna Maria for consideration. Such requests must be submitted well in advance of the expected sale of the new product. Requests for new products will be reviewed periodically.
12. Vendors are asked to post weekly prices of their products in easy view of their customers.

**RULES FOR SALE OF SPECIFIC PRODUCTS**

1. **RAW FRUITS AND VEGETABLES**
  - a. Only the freshest of fruits and vegetables may be sold at the Market. No unwholesome, overripe, or spoiled articles may be offered for sale (such as overripe tomatoes, bruised strawberries, etc.)
  - b. If the vendor uses the term “organic”, the vendor must prominently post a statement of what constitutes the vendor’s meaning of organic.
2. **HONEY**
  - a. Honey must not be adulterated, but vendor may sell raw beeswax and honeycombs.
  - b. No live or active beehives are permitted at the Market for demonstration or other purposes.
3. **PREPARED FOOD PRODUCTS(GROWERS)**
  - a. The processing vendor must produce the major ingredient and / or must be actively involved in the production of the product.

## **ENFORCEMENT OF MARKET POLICIES**

All persons who sell in the Market have completed an application to participate in the Anna Maria Farmers Market and been approved prior to selling at the Market. Applications may be obtained from the City of Anna Maria. This application will constitute an agreement between vendors and the Market to abide by the policies and guidelines governing the Anna Maria Farmers Market. The City of Anna Maria reserves the right to waive a regulation or make adjustments that are in keeping with the intent of the Market Program. In the event that a rule or guideline is not adhered to, the City of Anna Maria reserves the right to rescind the vendor's **approved permit**

**All persons who sell in the Market agree to comply with any applicable city ordinances, state or federal laws or regulations as a condition of participation in the Anna Maria Farmers Market. In the event of a conflict between any applicable city ordinance, state or federal law or regulation with the policies and regulations of the Anna Maria Farmers Market stated above, the applicable city ordinance, federal law or regulation shall apply.**

### **New for Fall 2022 – Spring 2023 Policies:**

- Masks are recommended for vendors and customers.
- Six (6) foot social distancing recommended between vendors and customers.
- Limited number of vendors (first come basis with emphasis on produce vendors).
- Vendor space will be limited to 10' frontage and assigned by City Staff prior to the first market.
- Vendor set-up and display is required to be submitted along with the vendor application for City approval prior to the first market.
- Vendors who miss two (2) weeks of the market will be subject to forfeiture of their space.
- Application deadline is October 3, 2022.

**THE CITY RESERVES THE RIGHT TO IMPLEMENT ADDITIONAL RESTRICTIONS AND REQUIREMENTS AS APPROPRIATE**

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For further information, please contact:

**THE CITY OF ANNA MARIA  
10005 GULF DRIVE, PO BOX 779,  
ANNA MARIA, FLORIDA 34216  
Tel: (941) 708-6130, Ext. 110**

**E-mail:**

**[amsradmin@cityofannamaria.com](mailto:amsradmin@cityofannamaria.com)**



I understand that:

1. I received/have access to a copy of the market policies and regulations for the City of Anna Maria Farmers Market, scheduled for Tuesdays from October 11, 2022 through May 9, 2023.
2. The City of Anna Maria reserves the right to modify and/or rescind any policies or procedures from time-to-time as deemed appropriate, in its sole and absolute discretion.
3. I am responsible for reading the market policies and regulations, familiarizing myself with its contents, and adhering to all policies and/or guidelines.

Printed Name: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Signature: \_\_\_\_\_

*Revised: August 31, 2022*