



# City of Harker Heights Farmers Market 2020 Handbook

*Buy Local. Experience Community.*

**Saturdays, May 2 – October 31, 2020**

8:00 am – 12:00 pm (Market hours)

6:30 am – 8:00 am (vendor set up)

12:15 pm – 1:30 pm (vendor tear down)

Seton Medical Center Harker Heights  
850 W. Central Texas Expressway

Sara Gibbs, Activities Coordinator

400 Indian Trail

Harker Heights, TX 76548

[sgibbs@harkerheights.gov](mailto:sgibbs@harkerheights.gov)

P: 254-953-5493 / F: 254-953-5467

All applicants must read the Harker Heights Farmers Market Handbook before filling out the application.

**Participation and application are free.**

*A completed application and appropriate supplemental items must be submitted and approved by Market staff before applicant is eligible to sell at the Harker Heights Farmers Market.*

# Harker Heights Farmers Market Handbook 2020

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## *Market Season*

The Market runs every Saturday from May 2 through October 31, 2020. It is open from 8:00 am – 12:00 pm, but patrons are welcome to shop until 12:15 pm. The Market is held at Seton Medical Center Harker Heights, 850 W. Central Texas Expressway, Harker Heights, TX, 76548. Participation and application are free.

## *Mission Statement*

The Harker Heights Farmers Market provides a venue for local farmers, producers, and artisans to come together to sell a variety of fresh produce and related products directly to the consumer. The Market encourages direct communication between consumers and growers and fosters social gathering and community building.

## *About Us*

The Market operates in accordance with all city, county, state, and federal laws. Products include agricultural produce such as vegetables, fruits, plants, herbs, raw meat, cut flowers, nuts, refreshments, and other specialty items that supplement produce sales such as honey, eggs, and baked goods. All produce and related items must be grown and/or produced in Texas.

The Market has an agreement to operate at Seton Medical Center Harker Heights.

## *Acceptance to the Market*

Potential vendors submit a completed Harker Heights Farmers Market Application, Acknowledgment form, photo of booth set up, and supplemental items (see vendor requirements on application) to the Market Coordinator via e-mail (sgibbs@harkerheights.gov), fax (254-953-5467), mail or drop off in person (Harker Heights Activities Center, 400 Indian Trail, Harker Heights, TX 76548). Please allow up to 10 business days for approval to Market. PLEASE NOTE – Filling out an Application does not guarantee acceptance or participation in the market.

**Deadlines: Monday, April 20, 2020 to sell at first Market day. Vendors are accepted throughout the season and are added to Market days if space is available until Monday, October 19, 2020.**

All Vendors must attend **ONE** of the following Mandatory Meetings:

**Tuesday, April 14, 2020 6:00 pm;**

**Saturday, April 18, 2020 11:00 am**

**Thursday, April 23, 2020 6:00 pm.**

Held at the Activities Center (Room C), 400 Indian Trail.

Vendors applying after April 20, 2020 must meet with Market Coordinator prior to selling at the Market. This meeting will be coordinated once the application has been received and approved.

Once a vendor is approved by Market staff and has attended one of the mandatory meetings, the applicant is eligible to sell at the Market.

## *How to Qualify to be a Vendor*

Interested potential vendors complete applications in their entirety and to provide details of products to include flavors, scents, and types. An acceptable list of products might state “potatoes, tomatoes, asparagus, garlic;” “bar soap: lavender, strawberry, natural;” or “cookies: chocolate chip, peanut butter, sugar.”

The Market is specifically looking for vendors who sell products that are locally made, comprised of local Texas ingredients, grown by the vendor in Texas, and/or handcrafted by the vendor in some way, shape, or form. Priority will be given to farmed products, fresh flowers, dairy, herbs, and honey. Preference is given to vendors whose products are comprised of Texas grown/made ingredients and sustainable packaging. Please include the Texas Ingredients List form if you incorporate Texas grown/made ingredients in your product.

Non-Profits, Harker Heights brick and mortar businesses, and student organizations are invited to attend one Market date. Please contact the Market Coordinator for the Harker Heights Farmers Market Non-Profit, Business, and Student Organization Application.

## *Vendor Requirements*

**Vendors may sell only what they grow or produce. Resale of produce, value added goods, or artisan products that are purchased from another business or farm is not allowed. CBD items are prohibited. The sale of bottled water is permitted with a price of no more than \$1.00 each.**

**All Farmers Market vendors are required to submit the following items:**

- a. Harker Heights Farmers Market Application (<http://www.ci.harker-heights.tx.us/index.php/programs-a-events/farmers-market>)
- b. Harker Heights Farmers Market Acknowledgement
- c. Photo of vendor setup
- d. Additional supplemental items listed below based by vendor type

### **Types of Vendors:**

**Texas Farmer/Producer/Rancher:** Sells fruits and vegetables that ***have been grown in Texas***. Rancher sells raw meat or honey that has been raised in Texas. This product must be grown or raised by vendor or any other Texas Farmer/Producer/Rancher that is affiliated with vendor (ie. Co-Op or neighborhood farm). *Examples of products: Herbs, nursery products/plants, fruits/veggies (practicing organic), fruits/veggies (certified organic), fruits/veggies (non-organic), honey, raw meat.* Resale of produce is prohibited. All agricultural products must be of merchantable quality. All vendors must post a sign at their booths advertising their produce as either “organic”, “non-organic”, or “practicing organic”.

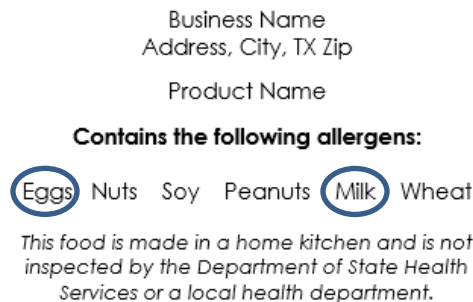
**Value Added:** Sells food based products that have been changed in form, flavor, blend and/or the substance from raw products and/or are crucial for refrigeration (such as eggs). Preference is given to vendors whose products are comprised of Texas grown/made ingredients and sustainable packaging. *Examples of products: Eggs, jerky, beverages, animal food, pickled items, juice, sauces, salsa.*

- a. Owner/Manager must have a **current Texas Food Manager's Certification.** (<https://www.learn2serve.com/> or <https://bellcotx.foodmanagerclasses.com/>) (not required for animal food vendors)
- b. All agents must have a current Texas or Bell County Food Handler's Permit/Card. ([http://www.bellcountyhealth.org/newsdetail\\_T2\\_R3.php](http://www.bellcountyhealth.org/newsdetail_T2_R3.php), <https://www.learn2serve.com/>, or <https://bellcotx.foodhandlerclasses.com/default.aspx> )
- c. Vendors complete a Texas Ingredients List form.

**Cottage Food:** Sells non-potentially hazardous foods that are made in the home and fall under the Texas Cottage Food law (<http://texascottagefoodlaw.com>). These baked and prepared foods do not need refrigeration. Preference is given to vendors whose products are comprised of Texas grown/made ingredients and sustainable packaging. *Examples: Candy, pickles, granola, food mixes, baked goods, jams, jellies, butters.*

- a. Owner/Manager & all agents must have a current Texas or Bell County Food Handler's Permit/Card. ([http://www.bellcountyhealth.org/newsdetail\\_T2\\_R3.php](http://www.bellcountyhealth.org/newsdetail_T2_R3.php), <https://www.learn2serve.com/>, or <https://bellcotx.foodhandlerclasses.com/default.aspx> )
- b. Vendors complete a Texas Ingredients List form.
- c. Labeling Requirements:
  - All cottage food products must have a label with the following information:
    - ❖ Name and physical address of the cottage food production operation.
    - ❖ The common or usual name of the product.
    - ❖ If a food is made with a major food allergen – such as eggs, nuts, soy, peanuts, milk, or wheat – that ingredient must be listed on the label.
    - ❖ The following statement: “This food is made in a home kitchen and is not inspected by the Department of State Health Services or a local health department.”
  - The label must be legible.
  - The label must be attached to the package. For large or bulky items that are not packaged, you must provide an invoice or receipt that has the same information.

Example label or receipt information:



**Prepared Foods & Food Truck:** Selling products that are freshly prepared, kept hot/cold on-site, and can be eaten at the Farmers Market. Foods prepared in stalls may sell at any or all market days. Food trucks may sell at only one market day per season. Preference is given to vendors whose products are comprised of Texas grown/made ingredients and sustainable packaging.

- a. For Prepared Foods, vendors must have Harker Heights Food Booth Permit ([http://www.ci.harker-heights.tx.us/images/PDF/Harker Heights Food Vendor Requirements RV 2018.pdf](http://www.ci.harker-heights.tx.us/images/PDF/Harker_Heights_Food_Vendor_Requirements_RV_2018.pdf) )
- b. For Food Trucks, vendors must have Harker Heights Mobile Food Vendor Permit. Food trucks may only sell at one Market date within the 2020 season. ([http://www.ci.harker-heights.tx.us/images/PDF/Harker Heights Food Vendor Requirements RV 2018.pdf](http://www.ci.harker-heights.tx.us/images/PDF/Harker_Heights_Food_Vendor_Requirements_RV_2018.pdf) )
- c. Owner/Manager must have a **current Texas Food Manager's Certification.** (<https://www.learn2serve.com/> or <https://bellcotx.foodmanagerclasses.com/>)
- d. All agents must have a current Texas or Bell County Food Handler's Permit/Card. ([http://www.bellcountyhealth.org/newsdetail\\_T2\\_R3.php](http://www.bellcountyhealth.org/newsdetail_T2_R3.php), <https://www.learn2serve.com/>, or <https://bellcotx.foodhandlerclasses.com/default.aspx> )

***Hand Crafted:*** Sells art and items that are “hand crafted” by the vendor or a member of the vendor’s craft unit. Commercial or resale items are not allowed. Products must be of ***original***, excellent workmanship in quality and design and show incapacity for mass production. ***Crafted items must not be produced or embellished using automated equipment or digitally rendered materials.*** Space for craft vendors is limited.

Examples of ***Appropriate*** items: Hand/machine sewn clothing, dolls, hand bags; soaps & lotions comprised of locally grown herbs, oils or milk products; hand braided jewelry; hand blown glass wares; hand painted items on any medium; artisan jewelry; hand/machine sewn quilts and any other items which clearly reflect originality of design and incapacity for mass production.

Examples of ***Inappropriate*** items: Copies of photographs and postcards; prints; printed materials; screen printed items; tracings of paint by number; ceramics or pottery from commercial molds; alcohol items; wood carvings using duplicating machines; picture transfers on fabrics, cups, glass, wood or any other medium (i.e. printing a picture from a computer; using a “Cricut” or other cutting machine or hand cutting vinyl and applying it to a store bought item such as a piece of wood, wine glass, plastic cup, etc.); store bought items embellished with other store bought items (i.e. decorating a store bought or mass produced canvas bag, t-shirt, wood item, or basket with beads, sequins, jewels, transfers, etc.); gift baskets that do not contain anything that is hand crafted by the vendor; items made from kits; soaps and lotions made from store bought items; items made or embellished using stencils to paint or draw on any medium.

Photos of products must be submitted with application. Please provide photos that are the best representations of the items you sell in a 1 – 2 page collage. Photos must be printed or sent via e-mail.

## ***Frequently Asked Questions***

**How much does it cost to be a vendor?** There is no fee to be a vendor.

**How long does it take to be approved?** A completed application can take up to 10 business days to be reviewed and approved. Vendors will receive an e-mail when they are accepted or denied into the Farmers Market.

**I am a direct sales consultant. Can I setup? (i.e. Scentsy, Mary Kay, etc.)** The Market is designed for entrepreneurs who hand make their products. Direct sales consultant products may only be sold as a part of a non-profit fundraiser for an organization that benefits the Harker Heights Community. Posted signage and representatives of the non-profit organization must be present. Each non-profit organization can set up on 1 Saturday of the season.

**How many Market dates can I miss?** Vendors may sign up for as many dates as they like. Vendors may cancel dates they have agreed to participate up to 5 times per season. As long as a vendor notifies the Market Coordinator via e-mail or phone at least 4 business days (Tuesday) in advance of market dates, these are excused absences. After 2 cancelations, a farmer vendor may lose access to trailer space. After 5 cancellations, vendor will be moved to the bottom of the waiting list for remaining market dates. If a vendor fails to notify the Market Coordinator by 4 or more days before following market date, those absences will be considered unexcused. After the third unexcused absence, vendor will be dismissed from current market season.

**I am a non-profit and want to sell baked goods as a fundraiser. Do I need a food handler's permit/card?** Yes. Any vendor besides a Lemonade Day entrepreneur will need to obtain a food handler's permit/card or food manager's certification. Please refer to supplemental requirements. Lemonade Day entrepreneurs have a waiver issued by the Bell County Health Department that does not require them to have a food handler's permit/card for Lemonade Day weekend only. This only applies to lemonade products. Selling any other baked goods or craft items will require the same rules and regulations as other vendors.

**I am a Lemonade Day entrepreneur and want to sell at the Market for the entire season. What do I do?** If you wish to sell as a regular vendor, you must follow the rules & regulations for that vendor type. You will be required to obtain all necessary items needed.

**Can I sell CBD items?** CBD items are prohibited.

## *Our Vendor Viewpoint*

The Harker Heights Farmers Market intends to establish and maintain a vendor kinship and to create a community gathering place. The formula for a successful Market is a cooperative spirit combined with the achievement of vendors to create a memorable experience for Market goers. At the Harker Heights Farmers Markets, we know that consistent development and support will help the Market's success continue.

We encourage all vendors to succeed by these methods:

- Offer the highest – quality products.
- Set fair prices.
- Display your items in a neat, well-organized, & eye-catching manner.
- Provide samples if possible.
- Be friendly, courteous, and respectful to Market goers and fellow vendors.
- Learn about and support fellow vendors.
- Use bright, eye-catching signage.

## ***Requirements for Set Up***

Being a Harker Heights Farmers Market vendor is an investment. Here is a list of what you will need.

1. Visible business name signage, product name, and pricing
2. Trash can
3. Tables and chairs
4. Sacks, bags, or boxes for sales
5. Name Tags (issued upon approval)
6. For Cottage foods vendors, individually wrapped and labeled items
7. For vendors using grills, batteries, generators or sternos: a Class ABC or K (depending on set up) rated fire extinguisher
8. For vendors using tents: must be 10'x10,' clean and serviceable tent with 25 lbs. weights per leg (see list of approved weights below)

Other useful items (not required)

1. Cash box for change and/or credit card device
2. Receipts
3. Business cards/contact info

## ***Vendor Logistics & Setup Requirements***

Vendors can arrive as early as 6:30 am and need to be ready to sell by 8:00 am. Vendors must end sales by 12:15 pm. No vehicles can be in the Market area from 7:30 am – 12:15 pm or on the grass at any time. Vehicles in market area during those times or in the grass may result in dismissal for remainder of current season.

The Market grounds are graciously provided by Seton Medical Center Harker Heights. No trash cans are on site. Vendors must ensure that no trash or any other items will be left behind. Space should be returned in the condition in which it was found.

No charcoal, battery, generators, or propane grills are allowed on the grass. If vendor set up requires a grill, battery, generators, or sternos, vendor must always have a Class ABC or K (depending on set up) rated fire extinguisher on site and within reach of the booth during the Market. The fire extinguisher must have current inspection and be fully charged. Grill, battery, or generator must be set up on the parking lot or secured to a 4 ft. x 4 ft. plywood. There are no electrical outlets at the Market. You may bring your own generator if needed, and you must notify Market Coordinator at least two business days before the Market day.

A few stalls allow direct access to trailers. Trailers are permitted for farmer vendors only and must be unhitched from vehicles. These stalls will be assigned to farmer vendors for the entire season on a first come first serve basis. Priority will be given to farmer vendors who agree to attend the most market dates. After 2 cancellations, vendor may lose access to trailer space.

Stall assignments vary based on number of vendors. The average stall size is 10 ft. x 10 ft. Vendor booths must not encroach on neighboring vendor booth areas or Market goer walkways. A set-up map will be

sent via e-mail the **Friday** before the Market. Stall assignment requests will be honored on a first come, first serve basis.

Vendors must **IMMEDIATELY** unload and then move their vehicles to a designated vendor parking spot marked on the setup map.

If a vendor chooses to use a tent, that tent must be clean and in good shape. We recommend a 10 x 10 EZupTent or ZShade Tent.

Most accidents at events involve pop up tents. Please minimize the risks. **All tents must be weighed down with at least 25 lbs. of weight per leg.** Gallon water jugs and single bricks are not acceptable. Professional grade tent weights including pvc pipe filled with concrete or tent weight sandbags are safe ways to weigh down tents. Strong gusts come up without warning at any time before, during, or after the Market times. Tying tents to tables, coolers, or any other objects that are not intended to be weights constitute tripping hazards and are not allowed.

Vendor and customer safety is paramount.

### **NOT ACCEPTABLE WEIGHTS**



### **ACCEPTABLE**



### **Instructions for making PVC weights:**

1. Use a 5 inches pvc pipe cut 30 inches long, purchase 2 end caps for each section along with a long eye hook.
2. Drill a hole in one of the ends to allow the bolt end of the eyehook to go through it.
3. Use an adhesive for pvc pipe, seal one end.
4. Fill the tubes with the bags of quickrete, add water to the pipes. The moisture will set the quickrete.
5. Secure the end cap with the hole, again using adhesive and stick the bolt end of the hook through the hole making sure it inserts into the quickcreate.
6. Stand the pipe up to allow curing.
7. Use tie down straps or bungees with hooks on both ends that allow you to adjust the heights for your weights. This keeps the weight tensions tight.

**No smoking, vaping, chewing, or any tobacco products of any kind is permitted by vendors and/or their agents.**

No pets or other live animals may be sold by or may accompany vendors at the Market unless they are used as a service animal or it is previously approved by the Market Coordinator.



Only approved Harker Heights Farmers Market vendors may participate in the Farmers Market. Vendors may advertise their own Farmers Market related business within their stall space. Vendors may not solicit, pass out fliers, or provide samples within the Market aisles.

## ***Attendance***

All vendors are expected to stay until 12:15 pm. Vendors may leave if they completely sell out of product and can move their stalls without vehicles. The Market is a **rain or shine event**. Please plan your vendor set-up accordingly. The Market Coordinator will notify vendors of possible bad weather the Friday before the Market. Vendors are at liberty to sell or not to sell only if there is rain. In that case “no shows” and unexcused absences will not count against vendors. If it does not rain, vendors must participate.

Vendors notify Market Coordinator via e-mail by **4:00 pm on the Tuesday (4 days) before the Market** if they are going to be absent. Vendors may miss as many as 5 Market dates. Failure to notify Market Coordinator 4 days in advance or not showing when no inclement weather will be an unexcused absence. Exceeding 5 approved absences, exceeding two unexcused absences, or arriving late more than once could result in dismissal from the current season. Vendors will be placed at the bottom of the wait lists for current season and may re-apply the following season.

Any requests by current vendors to be added to additional Market dates must be received by Market Coordinator as soon as possible. If market spots are filled for a particular date then the vendor will be added at the bottom of the wait list.

## ***Additional Agents***

Sales or representation of business by vendor and family members and/or employees, also known as “agents” is permitted. **Each agent must read the handbook and sign the Acknowledgement form** prior to selling and wear name tags given by the Market.

## ***Admission of Products***

Only items that have been approved on the Market Application Form or via e-mail can be sold. The Market staff reserves the right to ask for a list of ingredients, visit location where products are made, and disapprove of any products being sold at any time without reason. If a vendor would like to add items during the season, the vendor must have products approved at least **4 business days prior to a Market day** by Market staff. This needs to be done via e-mail.

The Market is based on an honesty system. If any vendor feels that another vendor is not being honest in his/her products, value, or pricing, please contact the Market Coordinator.

## Deadlines

Action	Deadline
Admission of New Products	4 business days in advance (Tuesday)
Absent	4 business days in advance by 4 pm (Tuesday)
Additional Dates to sell	As soon as possible.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	Admission of new products.			Map is e-mailed out	FARMERS MARKET	
	Notification of absence by 4 pm					

## Food Sampling Guidelines

Providing samples at the Market allows consumers to try a product before purchasing it. Since the Market sells primarily on taste, sampling is a top marketing tool. Samples should represent each vendor's best. Special care should be taken to ensure that the bite of product that every customer receives will leave a favorable impression and encourage them to buy. Unsafe sampling methods can contaminate food and result in food born illness.

Basic sanitation practices should be followed when samples are offered. All untasted samples must be disposed of at the end of the Market and cannot be reused.

Following a few, simple practices reduces risk. The following guidelines follow the Farmers' Market Bill (HB 1382) Sampling at Farmers' Markets.

### Sampling

To provide samples of food at a farm or farmers' market, you must follow these instructions:

1. Distribute the samples in a sanitary manner (for example, by providing toothpicks for individual servings);
2. Have potable water available (for example, by having a jug of drinking water);
3. Wash any produce intended for sampling with potable water to remove any visible dirt or contamination;
4. When preparing the samples, either wear clean, disposable plastic gloves or observe proper hand washing techniques immediately before preparation;
5. Use smooth, nonabsorbent, and easily cleaned (i.e. metal or plastic) utensils and cutting surfaces for cutting samples, or use disposable utensils and cutting surfaces;
6. Keep samples of cut produce or other potentially hazardous foods at a temperature of 41 degrees or colder or dispose of the samples within two hours after cutting or preparation. Meat or poultry products must come from animals processed in compliance with the regulations for livestock processing. (Texas Health & Safety Code Chapter 433).

## *Themed Market Dates*

All vendors signed up for the following days are encouraged to participate with decorations, discounts, special products (pre-approved) or other ideas.

May 2 – **OPENING DAY**. We will celebrate the opening of the 2020 season. Some of the vendors may include Lemonade Day entrepreneurs. We ask that vendors promote themselves with fliers or business cards at their booth.

June 6 – **DOG DAYS OF SUMMER**. We ask that vendors provide dog bowls full of water and free dog treats. This is not mandatory. The Market will provide free popsicles for humans and provide booth space for local non-profit dog shelters.

July 4 – **INDEPENDENCE DAY**. We ask that vendors decorate their booths in red, white, and blue colors to celebrate the Fourth of July.

August 1 – **NATIONAL FARMERS MARKET WEEK**. The Market will celebrate National Farmers Market Week with a proclamation and market bag giveaways. Vendors are asked to contribute items to go into the bags. This could be fliers, product, coupons, etc.

September 5 – **HEALTH CARE PROFESSIONALS APPRECIATION**. Vendors give health care professionals a 10% discount on their total purchase. A *Health Care Professional* is anyone that can provide their badge showing that they work or volunteer at a hospital, clinic, or in medical care. It is vendor's discretion on whether to check for ID.

October 3 – **MILITARY/LOCAL HERO APPRECIATION**. All vendors give military, local Firefighters, EMTs, and Police Officers a 10% discount on their total purchase. A *Firefighter, EMTs, and Police Officer* is anyone that can provide their badge showing that they work or volunteer at a local Fire Station or Police Station. It is vendor's discretion on whether to check for ID.

October 31 – **FALL FESTIVAL**. Market will have games and activities. Vendors are asked to provide candy as part of the trick-or-treating bags that will be given to children to trick-or-treat at the Market

## Non-Compliance and Penalties

Violations of Market rules will result in the following disciplinary action by Market Coordinator. All violations will be determined on a case by case basis.

Violation	1 <sup>st</sup> Offense	2 <sup>nd</sup> Offense	3 <sup>rd</sup> Offense
<b>No show</b> (Failure to show with no inclement weather)	Written Warning	Dismissed from Market.	N/A
<b>Exceeding approved absences</b> (Vendor having more than 4 approved absences)	Written warning at beginning of fifth approved absence	Dismissed from Market	
<b>Professional code of conduct violation</b>	Written Warning	Dismissed from Market.	N/A
<b>Failure to weigh down tent by 8:00 am</b>	Verbal warning – must weigh down or take down tent.	Dismissed from Market.	N/A
<b>Unexcused absence</b> (failure to provide notice of absence 4 or more days prior)	Verbal warning	Written warning	Dismissed from Market.
<b>Failure to move vehicle</b> after unloading or vehicle is in <b>Market area</b> after 7:30 am or before 12:15 pm	Dismissed from Market.	N/A	N/A
<b>Prohibited product</b> (Selling products that are not preapproved by Market staff)	Written Warning	Dismissed from Market.	N/A
<b>Tardy</b> (Arriving after 8:00 am or not ready to sell by 8:00 am)	Written Warning	Dismissed from Market.	N/A
<b>Leaving early</b> (Leaving before 12:15 pm without selling out or prior permission)	Written Warning	Dismissed from Market.	N/A
<b>Any other violation</b>	Verbal Warning	Written Warning	Dismissed from Market.

## Example of Vendor Set Up



Signage

Pricing

Tent weights

## Market & Parking Location



Seton Medical Center Harker Heights  
Farmers Market

