

**Downtown Los Altos Farmers' Market
2011 Stall Reservation Request
Certified Producer Application**



Business Name: _____
Producer Name: _____

Mailing Address: _____

Email Address: _____
Website: _____

- Day Phone:
- Evening Phone:
- Cell Phone:
- Fax:

Please check the box of the best phone number to reach you.

Producer Certification Number: _____
Expiration Date: ___/___/___
PLEASE ATTACH COPY OF CERTIFIED PRODUCER CERTIFICATE

If you have a 2011 application to CFMA on file for our other 14 markets, complete the top half of this page, Membership Fee, and Participation Survey. Non-CFMA Producers please complete all pages.

Will you be selling any processed foods? Yes ___ No ___; please attach health permit.

I request permission to sell the products I grow at the certified farmers' markets. I will not resell products at the market. I agree to operate by the CFMA market rules and regulations. (Available on line at www.CAfarmersmkts.com or request a copy be mailed to you). I agree to abide by the payment policies. I agree to post price signs for each commodity before selling products on market day. I have signed the Participation Agreement enclosed. I agree to cooperate with the market management, pay the required fees, submit a legible, complete load list at the end of each market day, and provide the market manager a copy of my current embossed producer certificate. I will abide by the 72-hour cancellation policy and I will call the toll free line 800-806-3276 at least 72 hours in advance to cancel so that I will not be responsible for the stall fee for that Market.

Signature of Certified Producer

Date

Print Name:

Participation Agreement

I hereby acknowledge receipt of and agree to abide by the California Farmers' Markets Association (CFMA) Market Rules and Regulations. I agree to fill out and turn in a certified producer/non-agricultural producer market load list on each market day. Rules and Regulations are available at www.CAfarmersmkts.com or by mail if you do not have access to the internet.

I/We hereby agree, as a grower/non-ag food purveyor at a CFMA's certified farmers' market, that I/we will indemnify and hold harmless the sponsors of the market site, the CFMA, their agents and employees, from and against any and all liability, claims, demands, expenses, fees, fines, penalties, suits, proceedings, actions and causes of action of any and every kind and nature arising or growing out of or in any way connected with my/our use or occupancy as a grower/non-ag food purveyor at a California Farmers' Markets Association certified farmers' market.

I hereby agree as a grower/non-ag food purveyor in the CFMA certified farmers' markets that I will maintain vehicle liability insurance, and where applicable, product liability insurance, in effect while I am participating in any CFMA certified farmers' market.

I hereby agree and understand that the participation of my farm/business is on an annual basis and the renewal of my selling privileges is based upon the following factors: consistent reserved attendance, cooperation with the market manager, quality of products, submission of completed load lists, adherence to the market rules and regulations, and adherence to the State of California direct marketing regulations and where applicable the State of California Uniform Retail Food Laws (CalCode).

I hereby declare that I have the authority to sign this acknowledgement/agreement as the participant or the participant's representative. By signing this acknowledgement/agreement, I acknowledge that a representative(s) of CFMA is hereby given permission to visit the location(s) where my product(s) is/are produced and/or stored to verify compliance with the CFMA Market Rules and Regulations and the State of California's regulations.

I agree that any dispute that arises between myself and the CFMA or between the participating farm/business and the CFMA and any other person(s) and /or entity(ies) related to the participation in CFMA markets shall be resolved by the due process policies as outlined in the CFMA Market Rules and Regulations. No dispute shall be referred to a court for resolution, but shall be resolved by the process as outlined in the section pertaining to Due Process in the CFMA Market Rules and Regulations.

Signature

Date

Print Name



2011 Membership Fees

Membership is divided into 3 categories:

- I. Pay \$25 if you qualify as a backyard grower.
- II. Pay \$85 if you plan to attend 3 or less market locations per year.
- III. If you plan to attend 4 or more CFMA market locations this year, please pay the fee according to the number of markets you will attend.

I.	Backyard Grower Small production area less than ¼ acre total.	\$ 25
II.	Standard Membership Fee Attends 3 or less different market locations per year.	\$ 85
III.	Multiple Market Membership Fee Attends 4 or more different market locations per year. Standard Membership Fee + \$ 25 per additional market.	see below
NEW	Addition of Los Altos Farmers' Market to existing membership (if you will now attend 4+ markets)	\$25
	4 markets = \$ 85 + \$ 25	\$ 110
	5 markets = \$ 85 + \$ 50	\$ 135
	6 markets = \$ 85 + \$ 75	\$ 160
	7 markets = \$ 85 + \$ 100	\$ 185
	8 markets = \$ 85 + \$ 125	\$ 210
	9 markets = \$ 85 + \$ 150	\$ 235
	10 markets or more	\$ 260
	Enclosed total membership fee	\$ _____



2011 Stall Reservation Request

Certified Producer/Food Purveyor Name: _____

All Markets are filled except Downtown Los Altos.

NEW

Market Location	Market Day/Time	Market Season	Number of Stalls	Start Date	End Date	Status (Office only)
San Francisco Crocker Galleria	Tuesdays 11am-3pm	June 7 - Sept 27				
Downtown Los Altos	Thursdays 4:30pm - 8pm	May 5 - September				
San Francisco Crocker Galleria	Thursdays 11am-3pm	Year Round				
Daly City Serramonte Center	Thursdays 9am-1pm	Year Round				
Walnut Creek Rossmoor	Fridays 9:30am-12 pm	May 20 - October				
San Leandro Bayfair Center	Saturdays 9am-1pm	Year Round				
Daly City Serramonte Center	Saturdays 9am-1pm	Year Round				
Morgan Hill Train Depot	Saturdays 9am-1pm	May 7 - Dec 17				
Saratoga West Valley College	Saturdays 9am-1pm	Year Round				
Walnut Creek Diablo Valley	Saturdays 9am-1pm	Year Round				
San Jose Blossom Hill	Sundays 10am-2pm	Year Round				
Moraga Moraga Center	Sundays 9am-1pm	Year Round				
Mountain View Train Station	Sundays 9am-1pm	Year Round				
San Francisco Fort Mason Center	Sundays 9:30am-1:30pm	Year Round				



2011 Downtown Los Altos Farmers' Market Participation Survey








1. How many seasons has your farm/business participated in the Downtown Los Altos Farmers' Market on Thursday evenings 4-8pm, May through September?
 1-3 seasons 3-7 seasons More than 8 years

2. How many 10 foot stalls does your business regularly use?
 one Corner?
 two Yes
 three No

3. As we face your stall, which name of person or farm/food purveyor has been on your right? _____
 Name of the person or farm on your left? _____

4. In order for us to get an idea of potential foot traffic, please indicate your sales average per market. (Please circle one)
 A. Less than \$200 per night
 B. \$200 - \$500 per night
 C. \$500 - \$700 per night
 D. Over \$701 per night

Mark an "X" along the line.

	
Worst Market Ever	Best Market Ever
Foot Traffic	
Sales	
Parking	
Management (last season)	
Ambiance	
Overall	

Comments: _____