

## **2012 Henderson Farmers Market Vendor Information**

We are excited to offer an opportunity for you to sell your home made and home grown products to eager consumers. There are a few changes from last year, so please read over the information carefully, fill out the form and drop it off or mail it back to the Henderson Chamber, PO Box 225, Henderson NE 68371.

### **Farmers Market Information**

**Dates:** Tuesdays from June 5 – August 28, 2012 from 5 to 7 p.m.

**Location:** Under the park shelter in the Downtown Park.

**Fees:** \$10.00 for all of the 2012 season or \$2.00 per week. If you are a member of the Henderson Chamber of Commerce, **your vendor fee is waived.**

**Payment:** The Henderson Chamber of Commerce can invoice you for your participation on a monthly basis as long as an agreement is signed on the Vendor Commitment Form. If you choose to pay by week and want to be billed monthly, you will receive a bill at the end of the month for Farmer's Markets you were a vendor at.

**Guidelines:** Each vendor is expected to be set up and ready to go by 5:00 p.m. each Tuesday. All materials and products you sell must be homegrown, homemade or handmade to sell at the Farmers Market. We ask that all vendors stay at the market until 7:00 p.m. unless you are sold out or the weather is threatening. You may stay longer if you choose.

If you are making a food product, you need to have a sign posted as to the place you made the product, whether it is a licensed or un-licensed kitchen. You must also have an ingredient list for all of your baked goods or other food items (jams, jellies...). The ingredient list does NOT have to be ON each item, but they must be visible to the consumers. This is mostly to alert folks of potential allergies to eggs, nuts, flour etc... No homemade salsa pickles can be sold unless produced in a licensed kitchen.

If inclement weather should cause the Farmer's Market to be cancelled, the Chamber will try to contact each vendor with that information that is why an email address and cell phone numbers are crucial for the Chamber to have on file for each vendor.

Refer to the map of the Farmer's Market to make your choice of a booth you would like to have for 2012. When making a selection, please indicate your first, second and third choices, so the Chamber can do its best to give each vendor their first choice. Vendors participating in every Farmers Market will have top priority on the location of their booth.

### **Marketing:**

The Henderson Chamber of Commerce will be making a brochure this year that will list each vendor participating in the Farmers Market this summer as well as the meal schedule. This brochure will be available at local businesses and inserted in the Henderson News at the end of May. Additional publicity will be done through work with local media and through press releases, posters and more. All fees collected from vendors will go towards marketing the Farmer's Market.

### **Farmers Market Meals**

We are planning to have a meal served each week of the Farmers Market from June 5 - August 28. We will once again be allowing non-profit groups (or group raising funds) and individuals with licensed kitchen to sign up to serve a meal. If you are interested in serving a meal at the Farmers Market, contact the Chamber with the number of times you are interested in serving and your top choices for dates. Meals will be available on a first-come first-serve basis. Organizations and individuals serving meals will be listed in the promotional brochure at the beginning of the year.

### **Notes for 2012**

Most of the comment cards from last years Farmer's Market indicated that we could have a longer season, we will once again be extending the Farmer's Market to the end of August. Customers that attend the Farmers Market were also supportive of this as long as we serve a meal each Tuesday.

I have been informed that Nunnenkamps will not be doing the Farmers Market this year, so if you know of anyone who is interested in selling produce please invite them to be a part of our Farmer's Market. This is also a note for current vendors who may want to increase what they plant this year.

The Henderson Farmer's Market Facebook page will once again be used to remind people about the Farmer's Market each week and to update them about activities, threatening weather, and other updates pertaining to the Farmer's Market.

### **Forms Due:**

The 2012 Henderson Farmer's Market Vendor Commitment Form must be returned to the Henderson Chamber of Commerce by May 1 in order to be listed in the promotional brochure. Vendors submitting their commitment form after that date can still participate in the Farmer's Market, but will not be listed in the brochure.

**Questions:** Please contact the Henderson Chamber of Commerce at either (402) 723-4228 or [hchamber@mainstaycomm.net](mailto:hchamber@mainstaycomm.net)

