



Pacific Coast Farmers' Market Association

5060 Commercial Circle, Suite A, Concord, CA 94520
925-825-9090 • 925-825-9101 (fax) • www.pcfma.com

To: Producers interested in selling in PCFMA's Certified Farmers' Markets
From: John Silveira, Director
Re: Applications for 2010 Markets

Thank you for your interest in selling your products within the farmers' markets operated by the Pacific Coast Farmers' Market Association.

PCFMA operates only *certified* farmers' markets, which means that all certifiable agricultural products – fruits, nuts, vegetables, eggs, herbs, nursery stock and honey – may only be sold by the producers themselves. Buying and reselling is not allowed. PCFMA applies this principal to other items sold at the market such as hot food, pastries, breads and sauces. We encourage participation by producers of these products but typically do not allow access to the market by distributors. PCFMA also allows non-food or craft items only in certain markets and under certain conditions. If you wish to sell craft items please contact PCFMA's Market Operations Manager, Vince Scalise, at 925-825-9090 before completing the application.

To sell in one or more of PCFMA's farmers' markets in 2010 you must complete the Application to Sell and return it as soon as possible with your application fee. For 2010, the application fee for producers who did not sell in PCFMA markets last year is \$100.

Producers who have previously sold in PCFMA markets must have their completed application and application fee of \$100 turned in by February 22, 2010 in order to apply for markets where they have participated in previous seasons. After February 22, the application fee for returning producers increases to \$125 and your history of market participation will no longer be considered for 2010 market assignments.

Be sure to complete the Market Reservation Request and include it with your application.

If you have current copies of your paperwork (certificates, health permits, etc.) include them with your application. If you do not yet have current copies please send in your application as soon as possible and send the additional paperwork once it arrives.

PCFMA's stall fees for 2010 vary by season and type of producer:

	Winter Rates (Effective 1-1-10) (December thru March)	Summer Rates (April thru November)
Agricultural Producer	\$25	\$35
Non-Agricultural Producer Pre-Packaged Products	\$40 or 6% of sales, whichever is greater (sales of \$667 or more)	\$50 or 6% of sales, whichever is greater (sales of \$834 or more)
Non-Agricultural Producer Processing at the Market	\$50 or 6% of sales, whichever is greater (sales of \$834 or more)	\$60 or 6% of sales, whichever is greater (sales of \$1000 or more)

The above rates are for a single 10 foot by 10 foot stall. Rates are charged according to the amount of space used at the market – if you use a stall and a half you will be charged one-and-a-half times the appropriate rate, if you use two stalls you will be charged at twice the appropriate rate, etc.

The application requires your signature by which you attest to having read PCFMA's Rules and Regulations and by which you agree to abide by those rules. A copy of the Rules and Regulations are enclosed and they are also posted on our website at www.pcfma.com/resources.php

Please note that your general liability insurance must have minimum coverage of \$500,000, and must name Pacific Coast Farmers' Market Association as an additional insured.

If you have any questions or concerns, please feel free to contact me by e-mail at john@pcfma.com or by phone at 925-825-9090. If I am unavailable you can also contact PCFMA's Assistant Director, Allen Moy at 925-825-9090 or allenmoy@pcfma.com. We look forward to seeing you in the market soon!



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Important Information For Non-Agricultural Producers:

Application fee for all Producers is \$100.

Note: For producers who sold in PCFMA's farmers' markets in 2009, the application fee increases to \$125 after February 22, 2010.

Pre-Packaged Non-Agricultural Producer stall fee (per market day)

December-March - \$40/stall or 6% of gross sales, whichever is greater (sales of \$667 or more)

April-November - \$50/stall or 6% of gross sales, whichever is greater (sales of \$834 or more)

Non-Ag Producer processing at the market stall fee (per market day)

December-March - \$50/stall or 6% of gross sales, whichever is greater (sales of \$834 or more)

April-November - \$60/stall or 6% of gross sales, whichever is greater (sales of \$1000 or more)

Be sure to include or send as soon as possible:

Non-Agricultural Producer:

- 2010 Application Forms and Application Fees
- Health Permit for point of production from County Health Department
- Health Permit for point of sale for each county in which you are currently attending markets (except Contra Costa County)

Note: If you are not currently selling in any markets, once you are approved for a market, you will be required to obtain the health permit for the point of sale from the appropriate county before you begin to attend markets in that county.

- Organic Producers Certificate (If Applicable)
- Sellers Permit (If Applicable)
- Certificate of General Liability Insurance **naming PCFMA as an Additional Insured** (Minimum coverage \$500,000)
- Certificate of Auto Insurance
- Processing Permit from State Health Department (If Applicable)

NEW PRODUCERS:

If you did not sell in PCFMA's markets in 2009, you will be contacted to send samples of your product and its packaging as well as pictures and/or illustrations of your stall space to be juried by PCFMA.



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2010 CERTIFIED NON-AGRICULTURAL PRODUCER'S APPLICATION TO SELL

Company Name: _____
(Company name as you would like it to appear on PCFMA's website. Please type or print neatly.)

Contact: _____

Mailing Address: _____ City: _____ Zip: _____

Day Phone: _____ Eve. Phone: _____

Cellular Phone: _____ Fax: _____

E-Mail: _____ Website: _____

ITEM

DESCRIPTION

Do you process these commodities yourself? _____

Please attach a copy of your Health Permit for the point of production for these commodities.

Please attach copies of your point of sale permits for all counties (except Contra Costa County) in which you plan to attend markets.

TAXABLE PRODUCTS: Are you currently selling a taxable item (**non-food**)? _____

If yes, please enclose a copy of your sellers permit.

RETURNING PRODUCER: Did you sell in any PCFMA markets in 2009?

Yes No

I request permission to sell at markets operated by Pacific Coast Farmers' Market Association. I produce these products myself. I do not buy these products and resell them. The products listed above will be juried by the Pacific Coast Farmers' Market Association. I have received and read a copy of PCFMA's published Rules & Regulations. I agree to abide by these rules, cooperate with market management and pay the required fees.

Signature of Owner: _____ Date: _____

Non-Agricultural Producers' Stall Fees – All Markets

WINTER SEASON FEES

December-March

Non-Ag Producer Pre-Packaged Product
\$40/Stall or 6% of gross sales

December-March

Non-Ag Producer Pre-Packaged Product
\$50/Stall or 6% of gross sales

SUMMER SEASON FEES

April-November

Non-Ag Producer Processing at Market
\$50/Stall or 6% of gross sales

April-November

Non-Ag Producer Processing at Market
\$60/Stall or 6% of gross sales

PCFMA use only.

Paid: \$ _____

Date: _____ Check # _____

**Pacific Coast Farmers' Market Association
2010 Market Reservation Request**

Producer's Name:

MARK TO REQUEST	WHAT DATE WOULD YOU LIKELY BE READY TO START THIS MARKET?	MARKET LOCATION COUNTY	MARKET DAY TIME SEASON
_____	_____	ALAMEDA Haight Ave. and Webster St. Alameda County	TUESDAY 9:00 am – 1:00 pm Year-round
_____	_____	CONCORD Todos Santos Plaza Salvio & Grant Streets Contra Costa County	TUESDAY 10:00 am – 2:00 pm Year-round
_____	_____	KAISER SOUTH SAN FRANCISCO 1200 El Camino Real. San Mateo County	TUESDAY 10:00 am – 2:00 pm May 4 – October 19
_____	_____	KAISER UNION CITY 3553 Whipple Rd. Alameda County	TUESDAY 10:00 am – 2:00 pm Year-round
_____	_____	KAISER WALNUT CREEK 1425 South Main St. Contra Costa County	TUESDAY 10:00 am – 2:00 pm Year-round
_____	_____	SAN MATEO AT 25TH AVENUE 194 W. 25th Avenue San Mateo County	TUESDAY 4:00 pm – 8:00 pm May 11 – October 19
_____	_____	CASTRO Noe at Market, San Francisco San Francisco County	WEDNESDAY 4:00 pm – 8:00 pm April 7 – October 27
_____	_____	DOWNTOWN SAN LEANDRO Parrott St. between 14th St. and Washington Ave. Alameda County	WEDNESDAY 4:00 pm – 8:00 pm May 5 – October 20
_____	_____	EVERGREEN Ruby Ave. at Classico Ave., San Jose Santa Clara County	WEDNESDAY 9:00 am – 1:00 pm Year-round
_____	_____	KAISER HAYWARD 27400 Hesperian Alameda County	WEDNESDAY 10:00 am – 2:00 pm Year-round
_____	_____	KAISER REDWOOD CITY 1150 Veterans Blvd. San Mateo County	WEDNESDAY 10:00 am – 2:00 pm April 7 – September 29
_____	_____	KAISER SAN FRANCISCO Geary & St. Joseph's Streets San Francisco County	WEDNESDAY 10:00 am – 2:00 pm Year-round
_____	_____	POINT RICHMOND Park Place north of W. Richmond Ave Contra Costa County	WEDNESDAY. 4:00 pm – 8:00 pm May 12 – October 27
_____	_____	SAN MATEO College of San Mateo San Mateo County	WEDNESDAY. 9:00 am – 1:00 pm Year-round

*Pacific Coast Farmers' Market Association – 2010 Market Reservation Request
Opening and Closing Dates, Times and Exact Locations Subject to Change
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MARK TO REQUEST	WHAT DATE WOULD YOU LIKELY BE READY TO START THIS MARKET?	MARKET LOCATION COUNTY	MARKET DAY TIME SEASON
_____	_____	MISSION BAY 4 th St. at Gene Friend Way San Francisco County	WEDNESDAY. 10:00 am – 2:00 pm April 14 – November 24
_____	_____	VA PALO ALTO 3801 Miranda Ave. Santa Clara County	WEDNESDAY. 10:00 am – 2:00 pm May 5 – October 27
_____	_____	UPPER HAIGHT Waller Street at Stanyan St. San Francisco County	WEDNESDAY. 4:00 am – 8:00 pm April 28 – October 27
_____	_____	CONCORD Todos Santos Plaza, Salvio & Grant Streets Contra Costa County	THURSDAY 4:00 pm – 8:00 pm April 29 – October 28
_____	_____	DIXON Women's Improvement Park, 1st and East C St Solano County	THURSDAY 4:00 pm – 8:00 pm May 20 – September 23
_____	_____	FAIRFIELD Jefferson & W. Texas Streets Solano County	THURSDAY 4:00 pm – 8:00 pm May 6 – October 7
_____	_____	KAISER ANTIOCH 4501 Sand Creek Road Contra Costa County	THURSDAY 10:00 am – 2:00 pm April 22 – October 28
_____	_____	KAISER FREMONT 39400 Paseo Padre Parkway Alameda County	THURSDAY 10:00 am – 2:00 pm Year-round
_____	_____	KAISER MARTINEZ 200 Muir Road Contra Costa County	THURSDAY 10:00 am – 2:00 pm April – November 18
_____	_____	KAISER SANTA CLARA 710 Lawrence Expressway Santa Clara County	THURSDAY 10:00 am – 2:00 pm Year-round
_____	_____	LIVERMORE THURSDAY Carnegie Park, 3rd & J Streets Alameda County	THURSDAY 4:00 pm – 8:00 pm May 20 – October 21
_____	_____	MARTINEZ Main & Court Streets Contra Costa County	THURSDAY 10:00 am – 2:00 pm May 6 – November 18
_____	_____	SAN CARLOS 700 Block of Laurel Street San Mateo County	THURSDAY 4:00 pm – 8:00 pm May 6 – September 9
_____	_____	CUPERTINO SQUARE Wolfe Road at 280 Santa Clara County	FRIDAY 9:00 am – 1:00 pm Year-round
_____	_____	KAISER OAKLAND 3801 Howe St Note: ALL ORGANIC Alameda County	FRIDAY 10:00 am – 2:00 pm Year-round
_____	_____	KAISER SAN JOSE 280 International Blvd., San Jose Santa Clara County	FRIDAY 10:00 am – 2:00 pm Year-round

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MARK TO REQUEST	WHAT DATE WOULD YOU LIKELY BE READY TO START THIS MARKET?	MARKET LOCATION COUNTY	MARKET DAY TIME SEASON
_____	_____	KAISER VALLEJO 975 Sereno Dr. Solano County	FRIDAY 10:00 am – 2:00 pm Year-round
_____	_____	SAN JOSE DOWNTOWN San Pedro Square Santa Clara County	FRIDAY 10:00 am – 2:00 pm May 7 – December 17
_____	_____	ALAMEDA Haight Ave. and Webster St. Alameda County	SATURDAY 9:00 am – 1:00 pm Year-round
_____	_____	BERRYESSA 1376 Piedmont Road, San Jose Santa Clara County	SATURDAY 9:00 am – 1:00 pm Year-round
_____	_____	BRENTWOOD First St., between Oak & Chestnut Contra Costa County	SATURDAY 8:00 am – 12:00 pm April 10 – October 30
_____	_____	CLAYTON Diablo St., between Main and Center Streets Contra Costa County	SATURDAY 8:00 am – 12:00 pm May 8 – October 30
_____	_____	DANVILLE Railroad & Prospect Contra Costa County	SATURDAY 9:00 am – 1:00 pm Year-round
_____	_____	FILLMORE Fillmore & O'Farrell Streets, San Francisco San Francisco County	SATURDAY 9:00 am – 1:00 pm Year-round
_____	_____	PINOLE Fernandez Ave. & Pear St. Contra Costa County	SATURDAY 9:00 am – 1:00 pm Year-round
_____	_____	PITTSBURG Railroad Ave. & 5th Street Contra Costa County	SATURDAY 9:00 am – 1:00 pm May 1 – October 30
_____	_____	PLEASANT HILL Crescent Drive at Monument Plaza Contra Costa County	SATURDAY 8:00 am – 2:00 pm May 1 – November 20
_____	_____	PLEASANTON Main & W. Angela Streets Alameda County	SATURDAY 9:00 am – 1:00 pm Year-round
_____	_____	SAN LORENZO Hesperian Blvd. & Paseo Grande Alameda County	SATURDAY 9:00 am – 1:00 pm May 1 – October 30
_____	_____	SAN MATEO College of San Mateo San Mateo County	SATURDAY 9:00 am – 1:00 pm Year-round
_____	_____	SANTA TERESA Santa Teresa Blvd. at Camino Verde, San Jose Santa Clara County	SATURDAY 9:00 am – 1:00 pm May 1 – November 20
_____	_____	SOUTH SAN FRANCISCO Orange Memorial Park San Mateo County	SATURDAY 9:00 am – 1:00 pm May 8 – October 30

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MARK TO REQUEST	WHAT DATE WOULD YOU LIKELY BE READY TO START THIS MARKET?	MARKET LOCATION COUNTY	MARKET DAY TIME SEASON
_____	_____	STONECREEK VILLAGE 5757 Pacific Ave., Stockton San Joaquin County	SATURDAY 9:00 am – 1:00 pm July 10 – November 20
_____	_____	TRACY 10th St. between N. Central Ave. & B St. San Joaquin County	SATURDAY 9:00 am – 1:00 pm January 2 – November 20
_____	_____	UNION CITY Alvarado Park, Smith St. & Watkins St. Alameda County	SATURDAY 9:00 am – 1:00 pm Year-round
_____	_____	VACAVILLE Main Street & Parker St. Solano County	SATURDAY 8:00 am – 12:00 pm May 8– October 16
_____	_____	VALLEJO Georgia & Marin Solano County	SATURDAY 9:00 am – 1:00 pm Year-round
_____	_____	ALUM ROCK VILLAGE James Lick High School, 57 N. White Rd, San Jose Santa Clara County	SUNDAY 9:00 am – 1:00 pm Year-round
_____	_____	BELMONT El Camino Real & O'Neill San Mateo County	SUNDAY 9:00 am – 1:00 pm Year-round
_____	_____	DIVISADERO Grove St. at Divisadero, San Francisco San Francisco County	SUNDAY 10:00 am – 2:00 pm Year-round
_____	_____	EVERGREEN Ruby Ave. at Classico Ave., San Jose Santa Clara County	SUNDAY 9:00 am – 1:00 pm Year-round
_____	_____	INNER SUNSET Parking lot south of Irving St. between 8 th and 9th San Francisco County	SUNDAY 9:00 am – 1:00 pm Year-round
_____	_____	IRVINGTON Chapel Way & Bay Street, Fremont Alameda County	SUNDAY 9:00 am – 1:00 pm Year-round
_____	_____	JACK LONDON SQUARE Water St. & Webster St, Oakland Alameda County	SUNDAY 9:00 am – 2:00 pm Year-round
_____	_____	LIVERMORE SUNDAY 2nd Street between J&K Streets Alameda County	SUNDAY 9:00 am – 1:00 pm Year-round
_____	_____	MILPITAS 525 Los Coches Santa Clara County	SUNDAY 8:00 am – 1:00 pm Year-round
_____	_____	SAN BRUNO San Mateo Ave. & Jenevein, San Bruno San Mateo County	SUNDAY 9:00 am – 1:00 pm May 2 – October 31

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MARK TO REQUEST	WHAT DATE WOULD YOU LIKELY BE READY TO START THIS MARKET?	MARKET LOCATION COUNTY	MARKET DAY TIME SEASON
_____	_____	SANTANA ROW Piazza De Valencia, between Tatum Ln. & Olin Ave., San Jose Santa Clara County	SUNDAY 11:00 am – 3:00 pm Year-round
_____	_____	SOMERSVILLE TOWNE CENTER 25 Somersville Rd., Antioch Contra Costa County	SUNDAY 10:00 am – 2:00 pm June 6 – November 21