



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 2011 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 to request the appropriate application.

To sell in PCFMA's farmers' markets in 2011, you need to complete the Application to Sell and return it as soon as possible with your application fee.

Be sure to complete the Market Reservation Request and include it with your application. If you have current copies of your paperwork (certificates, insurance, 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 2011 vary by season and type of producer:

	Winter Rates (December thru March)	Summer Rates (April thru November)
Agricultural Producer	\$25	\$35
Non-Agricultural Producer Pre-Packaged Products	\$40 or 6% of sales if sales exceed \$667	\$50 or 6% of sales if sales exceed \$833
Non-Agricultural Producer Processing at the Market	\$50 or 6% of sales if sales exceed \$833	\$60 or 6% of sales if sales exceed \$1000

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. Please take some time to become familiar with the 2011 Rules and Regulations as there have been a few changes. A copy of the Rules and Regulations is 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 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.

2011 APPLICATION PACKET

FOR NON-AGRICULTURAL PRODUCERS

Application Checklist

- \$100 Application Fee
Note: For producers who sold in PCFMA's farmers' markets in 2010, the application fee increases to \$125 after February 25, 2011.
- Certificate of General Liability Insurance naming PCFMA as Additional Insured
Note: Minimum coverage \$500,000. If you are a new producer, please wait until you receive your reservation letter before buying insurance as this application does not guarantee placement in any markets.
- Certificate of Auto Insurance
- County Health Permit for your products' point of production
- State of California Processed Food Registration if your product is made in a processing facility
- County Health Permit for each market you are currently attending
- Organic Certificate with organic product list (if applicable)
- Seller's Permit if you are selling any taxable items

Stall Fee Structure

If you will sell only prepackaged products, your weekly stall fee will be:

December-March: \$40 per stall or 6% of gross sales, if sales exceed \$667

April-November: \$50 per stall or 6% of gross sales, if sales exceed \$833

If you will be processing food at market, your weekly stall fee will be:

December-March: \$50 per stall or 6% of gross sales, if sales exceed \$833

April-November: \$60 per stall or 6% of gross sales, if sales exceed \$1000

Note: A stall is defined as 10 feet by 10 feet. If you occupy a 20 foot by 10 foot space, you will pay a double stall fee. If you occupy a 30 foot by 10 foot space, you will pay a triple stall fee, etc.

Notes for New Producers

If you did not sell in PCFMA's markets in 2010, you will be contacted to send samples of your product and its packaging, as well as pictures or illustrations of your stall space, to be juried by PCFMA.

Once approved for markets in Contra Costa County, PCFMA will contact you concerning health permits and fees. For all other counties, once you have been accepted into a market, please contact the environmental health department of the county in which your market operates for permit requirements.



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2011 APPLICATION TO SELL FOR NON-AGRICULTURAL PRODUCERS

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: _____

RETURNING PRODUCER: Did you sell in any PCFMA markets in 2010? Yes No

NON-AGRICULTURAL CATEOGRY: Prepackaged Product Product Processed at Market

PRODUCT LIST: Please list all products you would like to sell in 2011. Before any new product can be brought to a market, it must be approved by the market manager. If you need more space, attach a separate product list.

PRODUCT

DESCRIPTION

DO YOU PROCESS THESE ITEMS YOURSELF: 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 PRODUCER'S STALL FEES 2011

DECEMBER-MARCH
Pre-Packaged Product Only
\$40/stall or 6% of gross sales
Processing at Market
\$50/stall or 6% of gross sales

APRIL-NOVEMBER
Pre-Packaged Product Only
\$50/stall or 6% of gross sales
Processing at Market
\$60/stall or 6% of gross sales

PCFMA use only.	
Application Fee: \$ _____	Date: _____
<input type="checkbox"/> Cash	<input type="checkbox"/> MO <input type="checkbox"/> Check # _____
<input type="checkbox"/> Collected at Market _____	



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2011 Market Reservation Request

Producer's Name: _____

CHECK TO REQUEST	MARKET LOCATION	DAY/TIME/SEASON	FOR PCFMA USE ONLY
	ALAMEDA Haight Ave. and Webster St., Alameda, Alameda County	TUESDAY 9:00 am – 1:00 pm Year-round	R WL PA
	CONCORD Todos Santos Plaza, Salvio St. & Grant St., Concord, Contra Costa County	TUESDAY 10:00 am – 2:00 pm Year-round	R WL PA
	KAISER SOUTH SAN FRANCISCO 1200 El Camino Real, South San Francisco, San Mateo County	TUESDAY 10:00 am – 2:00 pm May 3 – October 18	R WL PA
	KAISER UNION CITY 3553 Whipple Rd., Union City, Alameda County	TUESDAY 10:00 am – 2:00 pm Year-round	R WL PA
	KAISER WALNUT CREEK 1425 S. Main St., Walnut Creek, Contra Costa County	TUESDAY 10:00 am – 2:00 pm Year-round	R WL PA
	SAN MATEO AT 25TH AVENUE 194 W. 25th Ave., San Mateo, San Mateo County	TUESDAY 4:00 pm – 8:00 pm May 10 – October 18	R WL PA
	CASTRO Noe St. at Market St., San Francisco, San Francisco County	WEDNESDAY 4:00 pm – 8:00 pm March 16 – December 21	R WL PA
	DOWNTOWN SAN LEANDRO Parrott St. at E.14th St., San Leandro, Alameda County	WEDNESDAY 4:00 pm – 8:00 pm April 20 – October 19	R WL PA
	EVERGREEN Evergreen Village Square, San Jose, Santa Clara County	WEDNESDAY 9:00 am – 1:00 pm Year-round	R WL PA
	KAISER HAYWARD 27400 Hesperian Blvd., Hayward, Alameda County	WEDNESDAY 10:00 am – 2:00 pm Year-round	R WL PA
	KAISER SAN FRANCISCO Geary St. & St. Joseph St., San Francisco, San Francisco County	WEDNESDAY 10:00 am – 2:00 pm Year-round	R WL PA
	POINT RICHMOND Park Place north of W. Richmond Ave., Richmond, Contra Costa County	WEDNESDAY 4:00 pm – 8:00 pm April 27 – October 12	R WL PA

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CHECK TO REQUEST	MARKET LOCATION	DAY/TIME/SEASON	FOR PCFMA USE ONLY
	KAISER REDWOOD CITY 1150 Veterans Blvd., Redwood City, San Mateo County	WEDNESDAY 10:00 am – 2:00 pm May 4 – September 21	R WL PA
	SAN MATEO College of San Mateo, Perimeter Rd. & CSM Dr., San Mateo, San Mateo County	WEDNESDAY TEMPORARILY CLOSED DUE TO CONSTRUCTION AT CSM	R WL PA
	SAN MATEO EVENT CENTER 2495 S. Delaware St., San Mateo, San Mateo County	WEDNESDAY 10:00 am – 2:00 pm March 30– November 16	R WL PA
	TRACY Tracy City Hall, Tracy, San Joaquin County	WEDNESDAY 4:00 pm – 8:00 pm May 11 – October 26	R WL PA
	MISSION BAY at UCSF 4 th St. at Gene Friend Way, San Francisco, San Francisco County	WEDNESDAY 10:00 am – 2:00 pm April 13 – November 16	R WL PA
	VA PALO ALTO 3801 Miranda Ave., Palo Alto, Santa Clara County	WEDNESDAY 10:00 am – 2:00 pm April 13 – November 16	R WL PA
	UPPER HAIGHT Waller St. at Stanyan St., San Francisco, San Francisco County	WEDNESDAY 4:00 am – 8:00 pm April 6 – October 26	R WL PA
	CONCORD Todos Santos Plaza, Salvio St. & Grant St., Concord, Contra Costa County	THURSDAY 4:00 pm – 8:00 pm April 28 – October 27	R WL PA
	DUBLIN Emerald Glen Community Park, Dublin, Alameda County	THURSDAY 4:00 pm – 8:00 pm May 12 – October 20	R WL PA
	FAIRFIELD Jefferson St. & W. Texas St., Fairfield, Solano County	THURSDAY 4:00 pm – 8:00 pm May 5 – October 6	R WL PA
	KAISER ANTIOCH 4501 Sand Creek Rd., Antioch, Contra Costa County	THURSDAY 10:00 am – 2:00 pm April 21 – October 27	R WL PA
	KAISER FREMONT 39400 Paseo Padre Parkway, Fremont, Alameda County	THURSDAY 10:00 am – 2:00 pm Year-round	R WL PA
	KAISER MARTINEZ 200 Muir Road, Martinez, Contra Costa County	THURSDAY 10:00 am – 2:00 pm April 21– November 17	R WL PA
	KAISER SANTA CLARA 710 Lawrence Expressway, Santa Clara, Santa Clara County	THURSDAY 10:00 am – 2:00 pm Year-round	R WL PA
	LIVERMORE Carnegie Park, 3rd St. & J St., Livermore, Alameda County	THURSDAY 4:00 pm – 8:00 pm May 19 – October 20	R WL PA

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	MARTINEZ Main St. & Court St., Martinez, Contra Costa County	THURSDAY 10:00 am – 2:00 pm May 5 – November 17	R WL PA
	KAISER OAKLAND <i>Note: ALL ORGANIC</i> 3801 Howe St., Oakland, Alameda County	FRIDAY 10:00 am – 2:00 pm Year-round	R WL PA
	KAISER SAN JOSE 280 International Blvd., San Jose, Santa Clara County	FRIDAY 10:00 am – 2:00 pm Year-round	R WL PA
	VALLCO Wolfe Rd. at Steven's Creek Blvd., Cupertino, Santa Clara County	FRIDAY 9:00 am – 1:00 pm Year-round	R WL PA
	KAISER VALLEJO 975 Sereno Dr., Vallejo, Solano County	FRIDAY 10:00 am – 2:00 pm Year-round	R WL PA
	SAN JOSE DOWNTOWN San Pedro St. at St. John St., San Jose, Santa Clara County	FRIDAY 10:00 am – 2:00 pm May 6 – November 18	R WL PA
	ALAMEDA Haight Ave. and Webster St., Alameda, Alameda County	SATURDAY 9:00 am – 1:00 pm Year-round	R WL PA
	BERRYESSA 1376 Piedmont Rd., San Jose, Santa Clara County	SATURDAY 9:00 am – 1:00 pm Year-round	R WL PA
	BRENTWOOD Maple St., between First St. & Second St., Brentwood, Contra Costa County	SATURDAY 8:00 am – 12:00 pm April 2 – October 29	R WL PA
	CLAYTON Diablo St., between Main and Center Streets, Clayton, Contra Costa County	SATURDAY 8:00 am – 12:00 pm May 7 – October 29	R WL PA
	DANVILLE Railroad Ave. & Prospect Ave., Danville, Contra Costa County	SATURDAY 9:00 am – 1:00 pm Year-round	R WL PA
	FILLMORE Fillmore St. & O'Farrell St., San Francisco, San Francisco County	SATURDAY 9:00 am – 1:00 pm Year-round	R WL PA
	PINOLE Fernandez Ave. & Pear St., Pinole, Contra Costa County	SATURDAY 9:00 am – 1:00 pm Year-round	R WL PA
	PITTSBURG Railroad Ave. & 6th St., Pittsburg, Contra Costa County	SATURDAY 9:00 am – 1:00 pm May 7 – October 29	R WL PA
	PLEASANT HILL Crescent Dr. at Monument Plaza, Pleasant Hill, Contra Costa County	SATURDAY 8:00 am – 12:00 pm May 7 – November 19	R WL PA

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	PLEASANTON Main St. & W. Angela St., Pleasanton, Alameda County	SATURDAY 9:00 am – 1:00 pm Year-round	R WL PA
	SAN LORENZO Hesperian Blvd. & Paseo Grande, San Lorenzo, Alameda County	SATURDAY 9:00 am – 1:00 pm May 7 – October 29	R WL PA
	SAN MATEO College of San Mateo, Perimeter Rd. & CSM Dr., San Mateo, San Mateo County	SATURDAY 9:00 am – 1:00 pm Year-round	R WL PA
	SANTA TERESA Santa Teresa Blvd. at Camino Verde, San Jose, Santa Clara County	SATURDAY 10:00 am – 2:00 pm April 30 – November 19	R WL PA
	SOUTH SAN FRANCISCO Orange Memorial Park, South San Francisco, San Mateo County	SATURDAY 9:00 am – 1:00 pm May 7 – October 29	R WL PA
	STONECREEK VILLAGE 5757 Pacific Ave., Stockton, San Joaquin County	SATURDAY 9:00 am – 1:00 pm May 14 – October 22	R WL PA
	TRACY 10th St. between N. Central Ave. & B St., Tracy, San Joaquin County	SATURDAY 9:00 am – 1:00 pm April 16 – November 19	R WL PA
	UNION CITY Alvarado Park, Smith St. & Watkins St., Union City, Alameda County	SATURDAY 9:00 am – 1:00 pm Year-round	R WL PA
	VACAVILLE Main St. & Parker St., Vacaville, Solano County	SATURDAY 8:00 am – 12:00 pm May 7 – October 15	R WL PA
	VALLEJO Georgia St. & Marin St., Vallejo, Solano County	SATURDAY 9:00 am – 1:00 pm Year-round	R WL PA
	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	R WL PA
	BELMONT El Camino Real & O'Neill St., Belmont, San Mateo County	SUNDAY 9:00 am – 1:00 pm Year-round	R WL PA
	DIVISADERO Grove St. at Divisadero, San Francisco, San Francisco County	SUNDAY 10:00 am – 2:00 pm Year-round	R WL PA
	EVERGREEN Evergreen Village Square, San Jose, Santa Clara County	SUNDAY 9:00 am – 1:00 pm Year-round	R WL PA
	INNER SUNSET Parking lot south of Irving St. between 8 th and 9 th , San Francisco, San Francisco County	SUNDAY 9:00 am – 1:00 pm Year-round	R WL PA

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	IRVINGTON Bay St. and Trimboli Way, Fremont, Alameda County	SUNDAY 9:00 am – 1:00 pm Year-round	R WL PA
	JACK LONDON SQUARE Water St. & Webster St., Oakland , Alameda County	SUNDAY 9:00 am – 2:00 pm Year-round	R WL PA
	LIVERMORE SUNDAY 2nd Street between J&K Streets, Livermore, Alameda County	SUNDAY 9:00 am – 1:00 pm Year-round	R WL PA
	MARTINEZ SUNDAY Main St. at Estudillo St., Martinez, Contra Costa County	SUNDAY 10:00 am – 2:00 pm May 1 – November 20	R WL PA
	MILPITAS India Community Center, 525 Los Coches, Milpitas, Santa Clara County	SUNDAY 8:00 am – 1:00 pm Year-round	R WL PA
	SAN BRUNO San Mateo Ave. & Jenevein, San Bruno, San Mateo County	SUNDAY 10:00 am – 2:00 pm May 1 – October 30	R WL PA
	SANTANA ROW Piazza De Valencia, Tatum Ln. & Olin Ave., San Jose, Santa Clara County	SUNDAY 10:00 am – 2:00 pm April 3 – November 20	R WL PA
	ANTIOCH FARMERS' MARKET At Somersville Towne Center Delta Fair Blvd. at Somersville Rd. Antioch, Contra Costa County	SUNDAY 9:00 am – 1:00 pm May 15 – October 30	R WL PA

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