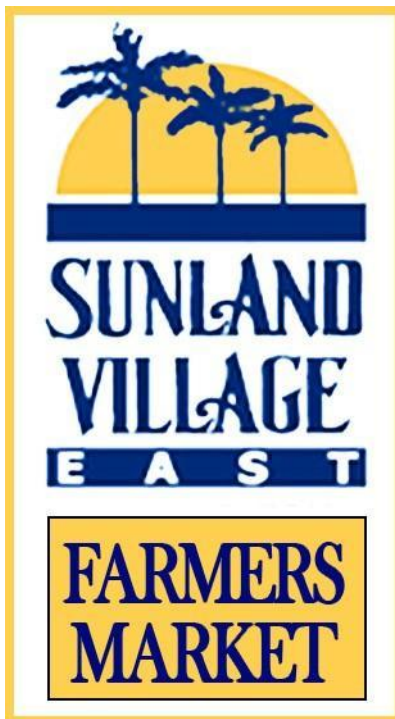


Sunland Village East



2025-2026 Vendor Handbook

Table of Contents

<u>About Sunland Village East Farmers Market</u>	4
<u>Mission</u>	4
<u>Vision</u>	4
<u>2025-2026 Market Schedule</u>	4
<u>Criteria for Vendor Selection</u>	4
<u>Products Welcome at SVEFM</u>	4
<u>Products not Accepted at SVEFM</u>	4
<u>General Acceptance Criteria For All Vendors</u>	4
<u>Agriculture</u>	4
<u>Conduct, Compliance and Customer Service</u>	5
<u>Product Quality</u>	5
<u>Food Safety</u>	5
<u>Product diversity in the market</u>	5
<u>Balance of products</u>	5
<u>Seniority</u>	5
<u>Community Group Guidelines</u>	6
<u>Booth Assignments</u>	6
<u>Cancellations</u>	6
<u>Policies for All Vendors</u>	6
<u>Requirements for Acceptance</u>	7
<u>Application and agreement</u>	7
<u>Documentation Requirements</u>	7
<u>Booth Displays and Signage</u>	7
<u>Signage</u>	7
<u>Booth Displays</u>	7
<u>SVEFM Marketing Requirements</u>	8
<u>Frequency</u>	8
<u>Content</u>	8
<u>Vendor Licenses and Permits</u>	8
<u>Transaction Privilege Tax</u>	8
<u>Vendor Roster Publication</u>	9
<u>Compliance with the Americans with Disabilities Act (ADA)</u>	9
<u>Attendance and Market Schedule</u>	9
<u>Cancellations</u>	9
<u>Lot Assignments</u>	9
<u>Additions to a Vendor's Market Season</u>	10
<u>Vendor Communication</u>	10
<u>Workplace Violence Prohibited</u>	10
<u>Market Logistics</u>	11
<u>Electricity/Water</u>	11
<u>Trash/Disposal/Cleanliness</u>	11

<u>Pets in the Market</u>	11
<u>Music at the Market</u>	12
<u>Safety at the Market</u>	12
<u>Basic Booth Safety and Set Up</u>	12
<u>Booth canopies and tables</u>	12
<u>Weights</u>	12
<u>Trip Hazards</u>	12
<u>Food Safety and Sampling</u>	13
<u>Weather-Related Market Cancellations</u>	13
<u>Vendor Conduct</u>	13
<u>Fair and Honorable Marketing Practices</u>	13
<u>Unloading and Loading Etiquette; Parking and On-Site Driving</u>	14
<u>Lot Assignment and Appearance</u>	14
<u>Courtesy and Customer Service</u>	14
<u>No Smoking/Vaping/Tobacco</u>	14
<u>Fees and Payment Procedures</u>	15
<u>Payment Methods</u>	15
<u>Fee Structure Chart</u>	15
<u>Other Fees</u>	15
<u>Market Fines</u>	15

About Sunland Village East Farmers Market

Mission

Sunland Village East Farmers Market aims to connect local farmers and small business owners with the community around them. Providing a space in which both can sell and grow their business with the support of other like-minded vendors is a priority.

Vision

Sunland Village East is an active and vibrant 55+ community located at 2145 S. Farnsworth Drive, Mesa AZ 85209. Village Rovers Dog Club, within the community, is sponsoring the Farmers Market as a fund raiser. We are a social dog club formed in August 2022. We are in the process of creating a dog park within our community. Any profits we make will help in the building of the dog park and we are also supporting local dog shelters and related dog services.

- Long term we have a vision to offer our community the benefits of selling within the Village, fresh produce, items from small businesses and meals from food trucks. We want to bring our community together and support our local farmers and small businesses that directly support our vision of a healthy and sustainable food system.

2025 - 2026 Market Schedule

Wednesday's on the following days 9:00 am – 1:00 pm

December 17, 2025

January 14, 2026

February 18, 2026

March 18, 2026

Criteria for Vendor Selection

Products Welcome at SVEFM

Sunland Village East Farmers Market (SVEFM) is a welcoming market for local vendors. The farmers selling within the market must only sell produce that they themselves grew at their farms. They are not able to purchase products from other producers or distributors to sell at SVEFM. Creating a seller's co-op within farmers is an option.

In general, all products must be grown, raised, caught, gathered or produced by the vendor in Arizona and must be pre-approved before selling. The market review committee will decide in unique circumstances to approve the sale of products that are outside of these criteria.

Products not Accepted at SVEFM

- Tobacco, vape, marijuana/THC related/infused products.

General Acceptance Criteria For All Vendors

1. Agriculture

- Priority is given to those regional farmers and producers who bring products to market that are 100% grown and harvested on farmland in Arizona that they own and/or operate.
 - Priority is given to farmers who use environmentally responsible and sustainable growing, breeding, raising, and harvesting methods.
2. Conduct, Compliance and Customer Service
 - History of (and continual) compliance with market rules and federal, state and local regulations.
 - Courteous and knowledgeable staff at the market with strong customer service skills and a positive attitude with market staff, customers, fellow vendors, and volunteers.
 - Timely submission of application, licenses, and other market correspondence.
 - Billing and payment history according to fees and payment procedures.
 - Adherence to SVEFM's policy prohibiting workplace violence.
 - Vendors offering products with associated health claims must post the appropriate disclaimer advising guests that their claims have not been reviewed by the FDA. Advertising these health claims must be worded in a way that is not misleading and communicates the level of evidence supporting them. Vendors that choose to use health claims as part of their marketing strategy are responsible for understanding the evidence supporting their claims and are expected to offer a clear explanation when asked for more detail.
 3. Product Quality
 - Consistently high product quality: fresh, flavorful, and ripe.
 - Clean and attractive displays.
 4. Food Safety
 - Vendors adhere to the highest standards in safe food production and handling. This includes all county, state, and federal food safety regulations.
 - Vendors are encouraged to display any certifications at the market.
 5. Product diversity in the market
 - In order to promote an inclusive and welcoming atmosphere for all, vendors that wish to sell religious or political items as part of their offerings must also carry items neutral in nature that would appeal to patrons with differing beliefs including secular and nonpartisan items. This is subject to the review of the SVEFM team at the time of application.
 6. Balance of products
 - We strive to maintain a wide array of products at the market. Products that are unique or new to our markets will be prioritized to avoid product duplication.
 - Exclusivity with products – SVEFM does not extend exclusive rights to any one vendor to sell any one product. However, if SVEFM believes the number of vendors offering similar products is excessive, duplicate products may be denied entry. Exceptions to product approval are made on a case-by-case basis and are time sensitive.
 7. Seniority
 - A number of years a vendor has sold at SVEFM.
 - Positive attendance record.
 - History of compliance with market rules.

Community Group Guidelines

We are happy to host nonprofit organizations and community serving groups with a local connection and relevance to our market patrons. We will give priority to those with a focus on local food systems or topics relating to other aspects of our mission and values.

To ensure that this activity is in line with our market mission and values we do ask that it be neutral regarding religious and political content. If organizations that belong to a specific political party or religious organization would like to participate, we ask that the message they deliver be secular and nonpartisan.

We limit these groups to providing resources and educational content. To maintain a fair sales environment for our paying vendors, we do not allow community groups to:

- Leave the market early unless special permission is granted from market management.
- Sell items from the booth (including raffle tickets).
- Fundraise (including donation jars and in-kind services).
- Give away items that directly impact the sales of market vendors.

Booth Assignments

- Booth assignments are made and communicated via email two days before the market.
- You will need to bring your own table, tent, banner, signage and other items to create an attractive display.
- We encourage groups to have an activity planned to attract and engage patrons to contribute to the active and friendly market environment.

Cancellations

- If you are unable to attend the market on your scheduled date, please let us know immediately via email to manager@villagerovers.com. Failure to communicate your inability to attend will impact your ability to participate in future markets. We kindly ask that no less than 72 hours' notice is given, booth fees will still apply in the event that less than 72 hours' notice is given.

Policies For All Vendors

As a valued SVEFM vendor, you and your staff are responsible for reading, understanding and following all applicable market rules, policies and regulations. This includes regulations and policies set by applicable local and state agencies. Following the rules helps keep Sunland Village East Farmers Market a vibrant and viable community asset with the highest degree of integrity.

Complying with the rules makes you a "vendor in good standing." Actions and behavior that result in non-compliance with market rules will result in a range of consequences, including warnings, fines, probation and suspension. We appreciate your cooperation.

Requirements for Acceptance

1. Application and agreement

- First, prospective vendors must read and acknowledge the entire vendor handbook. They must do this each season to ensure a full understanding of SVEFM policies and updated materials.
- Next, prospective vendors must complete and sign a SVEFM vendor application form.
 1. Go to www.villagerovers.com . Click on the Farmers Market tab. Click on Become a Vendor, to access the vendor application form. Vendors who are not approved after the initial screening may ask to be placed on the waiting list.
- All vendors, returning or new, must submit an annual application on or before November 22nd. Approval of this application secures each vendor's spot for the season, so long as good standing is maintained.

2. Documentation Requirements

- Upon acceptance, all SVEFM vendors are required to submit the following.
 1. A copy of their current TPT license
 2. Their Maricopa County Health Department permit (if applicable).

These forms must be made available in the vendor's booth at the market.

- Documentation should be submitted to SVEFM via email at manager@villagerovers.com .

Booth Displays and Signage

1. Signage

- All Vendors must display signage that is clear, visible and professional, enabling market guests to easily identify their business and the pricing of their products.
- Handwritten signs are not permitted; however, hand-painted lettering is allowed if it is neat, legible and consistent.
- Market operators have the final say in booth setup or vendor signage.

2. Booth Displays

- Vendors are required to submit a photo of their booth display with their application. This is in an effort to provide feedback ahead of time in case something should need to be altered prior to acceptance into the market or to the day of the market.
- Vendors are encouraged to invest energy into their booth displays. While displays do not have to be outlandish or expensive, it should be obvious that vendors have spent time and energy putting together a thoughtful display. Those vendors that do so will receive priority in the vendor application/acceptance process.
- Canopies are required for each booth unless the general structure of your setup hinders you from doing so. All canopies must have 25 lb. weights on each leg of their canopy.
- All canopies should be neutral in appearance to go along with the aesthetics of the market or relate directly to the brand of the vendor. Market organizers also have final say regarding this.

SVEFM Marketing Requirements

1. Frequency

Vendors are encouraged to post about and tag the market on their own social media accounts. Instagram stories, Facebook, Snapchat and X are all welcome forms of social media.

- It is expected that vendors post about their own products regularly (on average 3x weekly) to ensure a fair balance of posting between market promotion and their own business promotion.
- The SVEFM team will post each active vendor on our Facebook page each month. We will also advertise to other communities in the area.

The purpose of this requirement is to help with cross promotion of the market. This is one way in which the success of the market is ensured, thus passing it along to all its vendors.

2. Content

The content used will be a mix of original photos and reposted photos from each vendor's social media accounts and website. By participating at the market, you give SVEFM permission to do so. High quality photos that fit the branding and aesthetic of the market will be given priority and vendors that post consistently may be featured on a more frequent basis. We highly encourage vendors to send high quality photos directly to manager@villagerovers.com for consideration to edit them to fit the aesthetic of the market and plan accordingly with other content being posted.

Vendor Licenses and Permits

The following is a list that may include some but not all required licenses:

- **Growers or Farmers** do not require a license if they are only selling raw fruits or vegetables. If a vendor is an egg producer, an Arizona Egg Producer License is required.
- **Food Trucks and Trailers** are required to have a valid Maricopa County Health Department permit, as well as an inspection from the Mesa Fire Department.
- **Food Vendors** are required to have a valid Maricopa County Health Department permit.
- **Flea or Maker Vendors** are only required to have a TPT license.

All food vendors are required to be in compliance with Maricopa County's safety standards and may be asked to leave the market if violations occur.

Transaction Privilege Tax

All SVEFM vendors are required to pay sales tax to the City of Mesa and the State of Arizona. This is referred to as Transaction Privilege Tax or TPT and both can be paid monthly through the Arizona Department of Revenue's website. Sunland Village East Farmers Market requires that all of its vendors are in compliance with this. During the application process, vendors are required to submit a copy of their TPT license. If it is discovered that a vendor is not paying their TPT they will no longer be eligible to sell at the market.

Vendor Roster Publication

SVEFM makes available the participating vendor roster on Village Rovers website. Information about individual businesses, including websites and phone numbers, is available to the public. This information is sourced directly from vendor applications. The vendor roster will not be shared or sold by SVEFM to prospective markets or competitors for the purpose of soliciting vendors.

Compliance with the Americans with Disabilities Act (ADA)

- ADA regulations require customer service counters to be a maximum of 36" high from the ground, a minimum of 27" clear underneath, and a minimum of 36" long. Food and beverage service counters must be a maximum of 34" high from the ground.
- Additionally, vendors should offer assistance in their booths to disabled customers whenever needed.

Attendance and Market Schedule

1. Cancellations

Once approved, vendors are obligated to attend and pay for all scheduled market days.

- Attendance tracking begins with the first scheduled market day.
- Food vendors are required to participate in the market once a month to remain "in good standing."
- Non-food vendors are required to participate in the market once a month to remain "in good standing."
- **Vendors are expected to have a contingency plan for staffing in case of last-minute call outs from their employees.**
- Vendors who must cancel a market date are asked to provide **72 hours** notice. Notice must be given by contacting the manager directly via email at manager@villagerovers.com. Vendors who do not provide notice more than **72 hours** in advance will be considered a last-minute cancellation and will be charged their respective booth fees.
- More than two last-minute cancellations in a year may result in a change of status as a "vendor in good standing."
- SVEFM reserves the right to change the cancellation policy.

2. Lot Assignments

- Vendor lots are assigned by SVEFM staff during the application process. Each individual lot assignment has been carefully considered and strategically placed based on product, frequency of product and market flow. Lot assignments are re-evaluated on a regular basis to ensure vendor and market success.
- If a vendor would like to be reassigned to a specific location, they may submit their request via email to manager@villagerovers.com. Requests will be considered and granted on lot availability.

3. Additions to a Vendor's Market Season

- As space allows, additional market dates may be granted if a vendor is in good standing. Requests should be submitted in writing via email to manager@villagerovers.com for consideration.

Vendor Communication

SVEFM circulates vendor updates by email to communicate market news, policy changes, and other information relevant to our market community. Vendors are expected to read these communications thoroughly and share information with their market staff, as they contain important and time-sensitive information.

Vendors are required to provide a detailed list of the products they will be offering at the market as part of their application, any significant changes to this list including the addition of new items must be submitted via email for approval by the market manager more than 72 hours prior to the next market. Vendors and their offerings are selected strategically to cultivate a fair business environment for all, and product consistency is important to the success of the market. Failure to gain approval for significant changes in product offerings could result in a verbal warning and request that unapproved items be removed from sale. Only significant product changes require approval. For example, if you initially applied and included cupcakes in your offering, you don't need to submit a request to add an additional flavor, but you would need to check in if you would like to begin selling beverages. Alternatively, if a vendor applies to bring a specific item and does not consistently offer it at the market, management reserves the right to onboard an alternative vendor prepared to supply that product to guests, this would be communicated in advance.

Workplace Violence Prohibited

The safety and well-being of SVEFM employees, customers, volunteers, vendors and visitors is of utmost importance. Threatening behavior, both verbal and physical, and acts of violence at SVEFM, or by electronic means will not be tolerated. Hate speech or symbols and acts of discrimination are considered to be threatening and violent. Any person who engages in this behavior shall be removed from the premises as quickly as safety permits and banned from SVEFM premises pending the outcome of an investigation. After the investigation, SVEFM will respond appropriately. This response may include, but is not limited to, suspension and/or termination of any business relationship, and/or the pursuit of criminal prosecution of the person or persons involved.

If you experience workplace violence or harassment at the market please communicate with the market management as quickly as possible so the matter can be addressed.

Market Logistics

Electricity/Water

- There are no electrical hookups available.
- The use of generators is acceptable; however, we will need to know in advance if you plan to use a generator, (propane or gas) so we can put you in a generator approved zone.
- Extension cords are required to be taped or covered so as not to pose a tripping hazard.
- Sunland Village East does not have access to potable water, vendors must bring their own with them to the market.

Trash/Disposal/Cleanliness

- All trash generated by vendors must be removed at the end of the day for off-site disposal. On-site trash receptacles are for customers' use only.
- Before leaving the market, all vendors must sweep or clear their stall spaces and ensure that all litter, toothpicks, produce, and other product debris is removed.
- Any trash remaining in your stall or because of your business at the end of the market will result in a \$25 fine.
- If a vendor has waste in the form of grease or other food related waste, they are required to dispose of it safely on their own **off-site**. City of Mesa requires that you have a grease pad laid down if cooking or preparing food. Food trucks must lay a grease pad under their vehicle as a safety precaution.
- There is no gray water disposal on premises. Disposal must take place off site.

Pets in the Market

Pets are not allowed within vendor booths as SVEFM. The only exception would be a scheduled dog adoption event sponsored by SVEFM.

Service animals are welcome at SVEFM. Additional information about requirements for service animals available at http://www.ada.gov/service_animals_2010.htm

SVEFM is open to pets, provided the following:

- Dogs are to be kept on a short leash.
- Dogs are always kept under control and by the owner's side.
- Dogs are to be friendly with other dogs and people.
- Owners are considerate of those who do not wish to be in contact with dogs or other animals.
- Owners clean up after pets.
- SVEFM reserves the right to request that owners remove pets from the market at any time.

Music at the Market

SVEFM will do its best to schedule music during the market as much as possible to provide a pleasant experience for both vendors and market attendees.

Vendors are prohibited from playing music in their own booth space. This is in an effort to provide a cohesive experience for all people in attendance, avoid offensive lyrics or subject matter and allow business and conversation to take place at a level audible to all attendees.

Safety at the Market

All vendors and at-market employees are responsible for reading and understanding SVEFM's rules regarding safety and licensing requirements. This includes federal, state and local health regulations and licensing requirements governing the production, display, distribution, sampling and sale of products.

Basic Booth Safety and Set Up

All vendors are required to have their booths completely set up 15 minutes before the market begins.

Vendors whose booths are not set up before the required time will receive a warning. Booths are not to be taken down till the final minute of the market close time. Booths who break down before that time will receive a warning. Failure to comply with the warning will result in a \$25 fee.

Booth canopies and tables

- Vendors must supply their own booth covering and tables. Booths and tables must not be a hazard to the public or other vendors.
- All vendors are required to have a canopy. This is for the safety and comfort of both the vendors and the guests.

Weights

- All canopies, umbrellas and other booth coverings are required to have weights securely attached to each leg. The minimum weight required for each leg is 25 lbs. of weight. This is a safety liability for both the market and vendors. **This rule is strictly enforced for every market day, no matter the predicted, perceived or actual weather.** Failure to comply may result in loss of opportunity to participate in the market for the day and a fee.

Trip Hazards

- Vendors are responsible for ensuring that booth set-up, equipment, back-stock and all products do not pose safety hazards to anyone on premises. This includes the general public, other vendors, market staff, etc.

Food Safety and Sampling

- See Promotional Sampling of Non-Time/Temperature Control for Safety Food for detailed requirements regarding sanitation and sampling for mobile food vendors, those operating under Arizona Cottage Law are required to abide by differing sampling practices viewable at Arizona Cottage Law Labeling Requirements.
- Fresh fruits and vegetables may be displayed in open air, but they must be stored off the ground by using impervious plastic tubs or setting empty containers under those holding the produce. Pumpkins and large squash are the only exceptions to this rule.
- Potentially hazardous perishable foods stored, displayed and offered for sale must be packaged and refrigerated at or below 41 degrees Fahrenheit. Vendors are required to have a calibrated thermometer on-site to gauge and demonstrate temperature.
- Vendors providing samples must use a hand washing station and comply with all Maricopa County food safety guidelines.
- All sampling must be contained within the vendor booth.
- Vendors who sell or sample a product that produces trash must have a trash receptacle accessible to customers.
- SVEFM encourages sampling practices that minimize and eliminate waste whenever possible. Examples of this include sampling on an edible “vehicle” (using pretzel sticks to sample cheese); using durable service ware for samples (reusable glasses for beverages); and using environmentally low-impact disposables (wooden popsicle sticks for jam samples).

Weather-Related Market Cancellations

SVEFM is an open-air event, and our policy is not to close markets due to the weather. Market management will communicate any market closures to all affected vendors with the most notice possible. If SVEFM decides to cancel a market, vendors will not be charged a stall fee for the day. If a vendor chooses to call out of a market due to weather and the market has not been officially cancelled, the vendor is still responsible for their booth fee.

Vendor Conduct

This section highlights SVEFM policies that have been implemented to create a safe environment for vendors and the public. It is not intended to be an exhaustive list but highlights the policies most relevant to the vendors and to on-site issues.

Fair and Honorable Marketing Practices

- Vendors are discouraged from giving produce or other items away for free or at below-cost pricing, thus undercutting potential sales for other vendors. This does not include sampling.
- All items for sale must be clearly marked with the retail price. Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board.
- Vendors are not permitted to use the following techniques while at the market: hawking, calling attention to products in a loud, repetitive public manner or selling products in an aggressive way.
- All sampling must be contained within the vendor booth space.

- Vendors must accept U.S. currency and other applicable market currencies.
- Vendors are not allowed to sell products before the opening time without pre-approval from SVEFM.

Unloading and Loading Etiquette; Parking and On-Site Driving

- For the safety of customers and vendors unloading must take place along the curb on the street of E. Lakeview and S. Lily, unless other arrangements have been made with the market manager. Those that unload at the curb must unload onto the sidewalk and move their equipment to their numbered space and promptly move their vehicle to give other vendors the space they need to park and unload as well. Unloading times are 7:30 am – 8:45 am.
- Vendors may park on any side street or streets opposite the unloading area off of Lakeview and Lily.
- Prohibited driving behaviors include driving in the market space without permission, food trucks driving into the market before the specified load-in time, reckless driving and blocking traffic while waiting for loading or unloading.

Lot Assignment and Appearance

- Lot spaces are assigned to vendors by SVEFM staff.
- Booth disassembly is not permitted until the market closes, without exception. If a vendor sells out, they may post a “Sold Out” sign and utilize photos and other marketing tools to educate guests about their product in its absence.
- Vendors are responsible for keeping their space clean and attractive during market hours.
- No part of a booth set up may extend into the common customer traffic areas.
- Signage including product prices, vendor identification and organic certification must be clear and visible.

Courtesy and Customer Service

- **Cell phone usage should be limited to applicable business-related uses such as sales transactions, social media promotion, and communication with employees. Vendors that use cell phones for entertainment will be asked not to by SVEFM management as this activity takes away from the customer experience and is correlated with lower market sales.**
- While at the market, vendors are expected to conduct themselves professionally at all times, behaving courteously toward market staff, customers, other vendors and volunteers.
- Vendors are not permitted to play radios or use other sound-generating electronics during market hours unless approved by market management.
- Vendors may not disparage other vendors, products, or markets.
- Customer questions regarding farming practices should be answered factually and knowledgeably.

No Smoking/Vaping/Tobacco

Vendors are not allowed to smoke, vape or use tobacco or marijuana products within the market footprint at any time.

Fees and Payment Procedures

Payment Methods

- All amounts due will be paid electronically through Square®. There will be a \$1.00 - \$2.00 processing fee for each payment.
- After a vendor is approved, they will receive an email with a link to Square® to make a payment. Any additional fees or fines incurred will be invoiced separately to the email address on file. Submit payments by Wednesday 2 weeks prior to the market. **Pay via the link on the invoice. All payments due and not paid by Wednesday 2 weeks prior to the market will not be allowed to participate.**
- Any billing discrepancies or questions must be communicated to the market manager within one month to resolve undue charges.

Fee Structure Chart

1 - 10 X 10-foot booth	\$35 each month
1 - 10 X 20-foot booth	\$65 each month
Food Truck or Trailer	\$50 each month

Other Fees

Market Fines

This is a sample of potential market fines. This list is not exhaustive, and vendors may be subject to additional fines as market operators see fit based on the severity of the offense.

Leaving trash behind, illegal dumping or property damage	\$25 + cost of property damage
Leaving Grease spots on Sunland Village East property	\$25 + cost of property damage
Failure to comply with market policies (after warning)	\$25 and removal from the market.
Cancellation less than 72 hours (after promotions have gone out)	\$15 + booth fee
Canopy Weight Fee (missing 25lb. per leg on market day)	\$10