**Marietta Locally Grown**

**Guidelines for Growers & Producers**

**Welcome Marietta Locally Grown (MLG) and thanks for producing healthy, sustainable food for our community. Below you will find a list of guidelines for the Farmers/Growers and Artisans who sell on our Markets. Please take a minute to read before you sign up as a Farmer/Grower or Artisan, and then use them as a guide once you are approved as a “Grower” on the site.**

**Guidelines for Participation**

**To ensure that our market truly is trying to build a Local Food System, at this time the Heirloom Living Market** only allows farms and farm products produced within an 100 mile radius of the community this Market serves**. On occasion, we may make an exception if we are unable to find a product in our local area.**

**All Farmers and Producers selling through the market must be focused on “sustainable” production of local foods. Artisans who are creating processed foods are encouraged to make efforts to obtain ingredients from local sources.**

**Fruit and Vegetable Production**

**Farms must be Chemical Free - by requesting to be listed as a Grower on MLG, you are stating to our members that you do not use chemicals on your farm such as synthetic fertilizers and pesticides and the seeds from which you grow your products are NOT GMO. In keeping with the organic standards, we also require any land that has been treated with chemical pesticides and fertilizers cease use for three years before producing products for this market. If you carry the Certified Naturally Grown designation or the Certified Organic designation, please submit a copy of the Certificate to the Market Managers. Also, it is a good idea to put on your Grower Page!**

**Organic and other standards – though MLG doesn’t require growers to be Certified Organic or Certified Naturally Grown, we still highly encourage growers to be familiar and follow these requirements where appropriate. For instance many OMRI certified pesticides are intended as a last resort, not intended for routine application, and certification programs often restrict the use of many OMRI listed products. Other common sense practices such as precautions with manure handling close to crops and safety of crop washing station for E.Coli bacteria should be taken into consideration.**

**On-Farm Produced Products -** All products sold at MLG must be produced on the farm which is listing the product. S**ales of products grown on another farm other than your own are not allowed. Some Wild harvested products that are found off the farm will be allowed provided they are harvested following all applicable laws. (\*Please notify us first, if you’re not sure about a certain wild harvested product)**

**Processed Foods**

**Because of stringent state laws,** processed foods will require all applicable state licenses in order to sell through MLG**. If your products require a state license we do request that you send us a copy of your license and suggest that you consider posting your license number on your Grower Description on the website. \*Georgia State law basically states that anything that’s edible that isn’t sold in the exact same form it was harvested in requires a license. We will accept a Cottage Food License for certain items. The Cottage Food License allows Cottage Food Operators to produce non-potentially hazardous foods in their home kitchens for sale to the end consumer. These foods include:**

* ***Loaf Breads, Rolls, and Biscuits;***
* ***Cakes;***
* ***Pastries and Cookies;***
* ***Candies and Confections;***
* ***Fruit Pies;***
* ***Jams, Jellies, and Preserves;***
* ***Dried Fruits;***
* ***Dry Herbs, Seasonings and Mixtures;***
* ***Cereals, Trail Mixes, and Granola;***

**For baked goods, we also ask that you send us a list of ingredients. There are certain ingredients that are not allowed at this market. These ingredients are: *refined sugar, high fructose corn syrup, white (bleached) flour, refined or hydrogenated vegetable oils, margarine, MSG, hydrolyzed vegetable protein, soy, (this includes eggs!) artificial flavorings and colorings, or toxic additives such as aspartame or any “fake sugar”.***

**All flours/grains used in baking breads, cookies, cakes, sweet breads, pies, rolls, bagels, (or any baked good) must be chemical free. The source of the product, in the form of a receipt, should be sent to the Market Manager with your Cottage License. Dairy, eggs and other ingredients that can be sourced locally should be used.**

**Licensed certified kitchen - All processed food must be prepared in a properly licensed certified kitchen and products must be properly labeled. These rules are fairly stringent and can be difficult to meet such as having a 3-basin sink, an additional mop sink, and a hand washing sink. Certified kitchens are regulated through the GA Dept. of Ag. Only items that are accepted under The Cottage Food License are exempt from using a certified kitchen. Please submit your Certified Kitchen Certification and address of the Certified Kitchen or Cottage Food License.**

**Ingredients (sourcing local) – We are slowly trying to work out some standards for what ingredients are allowed in processed foods. MLG is vigorously trying to encourage local production of all sustainable and organic food products.**

**As a general rule, we ask that at least 60% of the ingredients in a processed food to come from your farm or a local Farm if you are a Baker and do not own a Farm. If (and only if) ingredients are not available locally, you should use the most sustainable ingredients you can find. In other words if you are making fig preserves, they should be figs that you’ve produced on your own farm or sourced from a local Farmer. If you add sugar, pectin and lemon juice you’ll likely be unable to locate any of these locally. You should then source organic sugar and organic lemons.**

**This standard applies to all processed foods** except for Bakery Items**. Although we do not require the use of local grains, any grains that are used must be chemical free. For flavored breads such as a blueberry muffin or pumpkin bread, you must source local and sustainable ingredients rather than conventional products unless it’s an ingredient that is not available locally (cranberries are an example). Again, we request that you source organic or sustainably produced ingredients whenever you can.**

**Ground Grain – If you are milling products such as corn, wheat or rye for sale, the Georgia Department of Agriculture requires a milled products license to be obtained.**

**Animal Products**

**Eggs – if you plan to sell eggs through the market you are asked to have a state Candling License obtained from the Georgia Department of Agriculture or to obtain one as soon as possible. There are additional requirements for proper refrigeration during transportation. There may be folks who do ask that their eggs NOT be refrigerated, but the norm will be to follow the state guidelines for refrigeration. A state Candling License requires attendance at a training program. Other than that these rules are fairly easy to follow. In our efforts to differentiate Locally Grown products from conventional products we also require producers to have layers on pasture, meaning that they are moved onto fresh grass routinely. We do not require organic grains but they must be soy and GMO free.**

**Packaged meats – will be sourced by East West Farm**

**Live Plant Sales**

**Live plant sales also require a license through the Department of Agriculture. Please submit your License # with your other information. If you don’t have one, please obtain it within 12 months.**

**Farmer/Producer/Artisans (called Growers on the Market) Responsibilities**

**All Growers are independent entities and as such are responsible for paying all applicable taxes and/or Federal, State, or Local fees. Check the local, State, and other applicable regulations and see how they apply to you. Just like a Traditional Farmers’ Market we charge a “Table Fee” of 10% of your Sales.**

**Delivery of Products**

**All vendors are expected to deliver their product before members pick up. Delivery time for the Market is by 9:30 am Saturday Morning. Delivery the night before is acceptable and if room is available, you may put any perishables in one of our refrigerators or freezers. Be prepared to leave it in a cooler of your own though. You are responsible for picking your cooler up within 48 hours.**

**Farm visits**

**On occasion the Market Managers and/or small group will schedule a time to visit your Farm for a Farm tour. Visiting your Farm not only helps us to understand your practices, but also helps members feel confident about you and your products.**

**Vendor / Customer Conflicts**

**Any conflict, or potential conflict, which may arise between a vendor and a customer, must be brought to the attention of the Market Managers. Please email or call Daniel or Sandra as soon as possible so that we can help resolve the issue.**

**Farmer of the Week**

**Part of the mission of the Market is “connecting local Farmers/Producers and Artisans with the Local Community!” To that end, we request that you “Come to Market” at least once every quarter! Market pickup starts at 10:30 am and we ask that you arrive by 10:00 to get setup before the Market Pickup opens. We encourage you to bring products to sell at Market. People are extremely friendly and want to get to know the people who are growing/producing their food! The majority of orders are picked up by 12:30pm! There is no additional table fee assessed!**

**Describing your Farm & Posting Products on Marietta Locally Grown**

**Since growers don’t have the opportunity to talk to members every time they order, the details of how you describe your farm and farm products is critical for your success. Be chatty, be descriptive! Your picture and your text are all the members have to make a decision whether or not to purchase your product!**

**Describing Your Farm**

**Location of your Farm – please describe where your farm is located, and something about the type of Farm (the size, the products grown, length of time growing). We highly encourage you to mention something about your growing practices, such as how you focus on sustainability and the absence of chemicals on the Farm. Make sure to include a Farm Name, website (if available), Facebook Page, contact info, any Official Certificates such as Certified Organic, Certified Naturally Grown, and Plant license (if applicable). This builds confidence with your consumers.**

**Posting Products – Please post your items BEFORE the Market is opened.**

**Use photos if you have them – we highly encourage the use of photographs to convey to your customers exactly what your product is and looks like. If you choose not to use a photo, your logo must appear in its place.**

**Photos must be of the ACTUAL product – only photos of the actual product you are selling are allowed. If you are selling lettuce plants, you must show a picture of the plants, not a photo of the harvested lettuce and vise/versa. This eliminates confusion as many members will assume they are purchasing what is in the photo and will not read all the small details. All photos must be of your products, not an image found on the web.**

**Adding products – adding products to the market can be just a bit non-intuitive to the new grower. Instructions for posting new items are described in detail on Your Account page- once you are approved as a grower. Read the instructions carefully. Go to the Market Tab and pick the category your item fits in from the choices on the left side of the page. For example, once you pick Veggies, a subcategory list will pop up (on the left column). Then you will pick the subcategory, such as Squash. If there is no subcategory that includes your item, please contact Daniel at 770-617-8073. The subcategory will be added for you. Generally, the placement of the products is discussed prior to you actually entering items on the Market. Once you choose your subcategory under Fruits, such as Peaches, look at the top right of the column and you’ll see three tiny icons that look like folders. (They are very tiny so look hard!) The third icon when you roll over it will say “*Add a new product in Peaches”*. Click the icon and complete the items in the drop down sheet. Be sure and SAVE your product!**

**How to list your products**

**Our market lists items alphabetically by Category. We are very exacting about the naming protocol. An example is: You want to list Peaches,; they are White, FreeStone Peaches**

**The Product name would be Peaches – ‘Freestone’ White Peaches**

**Peaches space dash space space name**

**You would then describe the peaches to include things like: organic, juicy, delicious, best of the season, great for canning or freezing, etc…**

**Specify the Unit of Measure, Specify the Price**

**Save your Product.**

***Please see the “Documentation For Adding Products” which will be sent as a separate attachment once you have registered as a Customer (the first step in becoming a Grower) and have been “approved” in the system as a Grower on the Market.***

**Taking your products off market – when you are going out of town or taking off for the winter you have to place your items in vacation mode. Doing this automatically marks the quantity available to 0. When you return and mark the items available you will also need to update the quantities. You can find this feature on the Your Account page in the Grower section.**

**I have read and understand the above Guidelines and by signing this document, I agree to comply with the Guidelines set forth by Marietta Locally Grown.**

**Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Please sign and date and return the signed copy to the Market Managers with copies of any certifications, licenses or other documentation that you are required to have to do business.**

**Thanks so much for participating in Heirloom Living Market. We hope you sell a lot of delicious, nutritious and sustainable food. If you have further questions, please contact Daniel Seedorf at 770-617-8073 or Sandra Walker at 770-841-3437. Or email us at Marietta.ga.locallygrown@gmail.com.**