



MARIN FAIRFAX GRAND LAKE HAWARD NEWARK NOVATO STONESTOWN

**Here is your 2010 Marin Agricultural Institute Application.** The applications are also available on line at [www.marinagriculturalinstitute.org](http://www.marinagriculturalinstitute.org). Membership dues are \$110 for 2010.

MAI's Board of Directors is composed of 20 Directors, including seven farmers, one food purveyor and one artisan Directors that are nominated by farmers, food purveyors and artisans currently participating in our markets. Three of our partner organizations (Marin Agricultural Land Trust, Marin Organic and Marin County Farm Bureau) each designate a farmer representative to the Board while our other two partner organizations (Marin Agriculture Commissioner's Office and UC Cooperative Extension) designate representatives to the Board. The Board appoints two at-large Directors and one Director from each of the following public sectors intimately related to food: restaurant or other food industry; health and nutrition; government relations; and market eaters.

Nominations are held in March. If you are interested in being nominated for a Board position, please let us know by checking the box on your application. Board members commit to a meeting once a month, set policy for the organization, work on subcommittees, oversee the financials, and attend community meetings on behalf of the entire organization. Check our accomplishments (pp. 5) to get an idea of what we have been up to!

Please follow these guidelines to complete our application:

1. Completely fill out the application and sign
2. Sign the Participation Acknowledgement/Agreement
3. Enclose your \$110 Membership dues check (which will only be cashed if you are accepted)
4. Attach all pertinent documents as required under your category

Once your application is received, our Market Managers will review your application and respond back as soon as possible. All new artisans must be juried in and approved by a volunteer artisan panel to become members. Jury dates only occur once every three months (January 14, April 8, July 9, and Oct. 14, 2010). You are not required to be present.

**Once approved**, you will be required to:

- Provide \$1,000,000 Business and Product Liability insurance policy naming MAI as "Additional Insured"; call for details/help in acquiring insurance (once approved).
- Provide copies of any additional Health Dept. Permits (if needed)

On your first week at the market, you will be required to:

- Pay for two market days. MAI requires all vendors to be prepaid for the next weeks stall fee. Each subsequent week you will be paying for only the next market day you are reserving for. *This does not apply to Artisans* as they are not necessarily scheduled each week.

Thanks for applying. We look forward to receiving your application shortly!

**76 San Pablo Ave. Suite 200, San Rafael, CA 94903 (415)472-6100, (fax) 415-472-6104**

# General Vendor Information

Marin Farmers Markets (MFM) was established in 1983 for the mutual benefit of both farmers and consumers. Artisans were added in 1988 and Bakers in 2004. As of January 1, 2010 Marin Farmers Markets has dissolved and merged into the Marin Agricultural Institute (MAI), a 501(c)(3) non-profit organization. MAI operates 9 markets in the Bay area. The Marin Civic Center Market is one of the three largest markets in the state of California. You are invited to apply for space and be one of our members. Everyone who sells at our markets must be a member of MAI. Current member fees are \$110 annually. **"The mission of the Marin Agricultural Institute is to educate the public about the nutritional and economic benefits of buying locally grown food directly from farmers and to connect and support communities and agriculture."**

**Farmers** - We are always looking to add more crop diversity to our markets, especially locally grown organic crops. You can call one of our managers and talk to them about what our markets are in need of during the different seasons.

**Food Purveyors** - We are always looking for unique foods to add to the Markets, especially those that complement the produce and baked goods already grown & sold at the markets. If you are new to the outdoor event scene, please contact the local Health Department for information and their application. (Alameda Co. (510)567-6700; Marin Co. (415)499-6907; S.F.(415)25-3852). **Do not to purchase your health permit until you have been accepted into a market.** If you plan on making food on site, you are considered a TFF or temporary food facility. If you are a baker or plan to make your product in a commercial kitchen off-site, you need a Vehicle Permit. It is against State Health codes to sell goods that are made in a home kitchen.

**Artisans** - We are always looking for new and exciting high quality handcrafted art and craft work. The craft must be originally constructed, cast, dyed, sewn, thrown, blown, painted, drawn, pulled, woven, poured or whatever it is you do so well, and must be done by you. Our jury of 5 annually rotating fine artists and craftspeople meet once every 3 months (January 14, April 8, July 9, Oct. 14, 2010) to jury all new applicants.

**Entertainers** - We have entertainers at all our Markets. We look for easy listening background music at the daytime markets and a little more lively music for our evening markets. We also enjoy clowns or any entertainment for children and families. We do pay our musicians a small stipend.

**Non-Profits** - We offer space (when available) to Non-Profit organizations at a reduced Non-Profit rate for educational and outreach purposes only (see fee schedule). All non-profit organizations must be Farm, Farmer, or Agricultural related to be considered for spaces available. Others may be considered on a case-by-case basis. Any and all items offered for sale will be by approval only.

**Commercial** - MAI has extremely limited spaces for commercial vendors. Our efforts are dedicated to Farmers, Artisans and Food Purveyors that grow, make and create the things they sell. The commercial vendors we currently have at our markets are an enhancement to the atmosphere and overall market experience. When and if space opens for your products or services, you will be called. All products that fall in the commercial category will be accepted only by approval of our Board of Directors and are strictly limited.

**Free Speech Zone** - We provide a free speech zone at all of our Markets. We have a limited area for this purpose; please send in your application to the Market Manager in advance or go to the information booth prior to the market. You may set up a card table in the place assigned by the Market Manager on site. Nothing may be sold in this area. This is a great place to get signatures for political purposes. See free speech rules and regulations for further guidelines.

**Please feel free to call if you have any further questions. 415-472-6100**



MARIN FAIRFAX GRAND LAKE HAYWARD INEWARK NOVATO STONESTOWN MARIN CITY

# 2010 Farmers Markets

## Year Round Markets:



### **Marin Civic Center (Thursdays, 8am-1pm, year round)**

North San Pedro exit off Hwy 101, San Rafael, next to the lagoon

Celebrating its 27<sup>th</sup> year, this market is widely referred to as the “Chefs’ Market,” with dozens of premier Bay Area restaurant chefs shopping alongside loyal market goers. In peak season, as many as 4,000 shoppers attend this market as it’s a popular mid-week family outing, and one of the most anticipated local lunch destinations of the week. From 2007 thru 2009, Pacific Sun named the Civic Center Farmers Markets as the best place in Marin for organic produce.



### **Hayward (Saturdays, 9am-1pm, year round) 777 B St @ Hayward City Hall Plaza**

Last year we moved this market 20 year old market to the newly renovated City Hall Plaza area. This market is now drawing more local customers than ever, creating a lively community meeting place for Hayward residents. Join a diverse group of farmers, food purveyors, and artisans that make this market a true family affair. Loyal shoppers buy in large quantities here, so make sure you bring a full truck!



### **Grand Lake/Oakland (Saturdays 9am-2pm, year round) @ Splash Pad Park**

Grand Ave. & Lakepark Way, across from the Grand Lake Theater

The rich diversity of this market embodies the fresh energy of the Oakland community. It is a must stop destination for East Bay supporters of locally grown produce. A dedicated and well educated crowd clamors to support organic produce, local hot food, and artisan crafts. In 2008, this market was named as the “Best Farmers Market in the East Bay” by the East Bay Express and the “Best Farmers Market in Oakland” by Oakland Magazine.



### **Marin Civic Center (Sundays, 8am-1pm, year round)**

North San Pedro exit off Hwy 101, San Rafael, under and behind the Civic Center

This market is the 3<sup>rd</sup> largest farmers market in California. It has an incredibly loyal following with as many as 10,000 shoppers attending in peak season. Sunset Magazine listed the Marin Civic Center markets as the best farmers’ markets in Northern California; The New York Times named it one of the best in the country. From 2007 thru 2009, Pacific Sun named the Civic Center Farmers Markets as the best place in Marin for organic produce.



**Newark (Sundays, 9am-1pm, year round)** NewPark Mall, Newark

This market has a strong local customer base with a marvelous cultural mix. The produce and specialty foods here reflect the diversity of the market's community of producers and shoppers. With a tremendous amount of customer and vendor parking available, as well as easy access from all directions and the 880 freeway, this market is super convenient for all. The market was listed by the East Bay Express as "one of the top four" farmers markets in the East Bay.



**Stonestown/San Francisco (Sundays, 9am-1pm, year round)** Stonestown Galleria

MAI's newest market serves 12 communities on the West side of San Francisco. Over 200,000 residents live in the immediate area surrounding the market. By creating a larger farmers market at this central location, this market has been enthusiastically embraced by all.

This is the only market in San Francisco with plenty of free parking too!

### **Seasonal Markets:**



**Novato (Tuesdays 4pm-8pm, May – Sept.)** Downtown Novato

This evening market is a great community gathering place for Novato residents. Customers eagerly shop for the freshest seasonal produce, enjoy a dinner out at the market, let their children enjoy one of the many weekly family activities, and listen to wonderful live music with their families and neighbors. Having many local farms, specialty food purveyors, and artisans attend each week makes this a very well rounded market located in recently renovated Downtown Novato.



**Fairfax (Wednesdays 4pm-8pm, May – Sept.)** Bolinas Park, Fairfax

Nestled in the redwoods of Bolinas Park this market is a beloved community gathering place for the Town of Fairfax. Due to its proximity to West Marin, the market welcomes a handful of local growers from just over the hill in addition to a number of farmers from Sonoma and neighboring counties, as well as some unique specialty food purveyors. After the Town of Fairfax passed a ban on plastic bags in November 2008, the market is now plastic bag free!



**Marin City (Saturdays 9am-1pm, May – Sept.)** Marin Gateway Shopping Center

MAI proudly announces that we will be opening a farmers market in Marin City, serving southern Marin County. This is your opportunity to get in at the start and help us build this market into another stellar market. We look forward to the Grand Opening in May 2010.

MAI's Board of Directors is composed of 20 Directors, including seven farmers, one food purveyor and one artisan. Directors are nominated by farmers, food purveyors and artisans currently participating in our markets. Three of our partner organizations (Marin Agricultural Land Trust, Marin Organic and Marin County Farm Bureau) each designate a farmer representative to the Board while our other two partner organizations (Marin Agriculture Commissioner's Office and UC Cooperative Extension) designate representatives to the Board. The Board appoints two at-large Directors and one Director from each of the following public sectors intimately related to food: restaurant or other food industry; health and nutrition; government relations; and market eaters.

A lot of exciting things are happening at MAI. Please get involved by calling our office at (415)472-6100, or by asking a Board member how you can participate, or by simply checking the box on your application to get involved!

## **2009 Marin Agricultural Institute Accomplishments**

### **Awards**

- Received San Rafael Chamber of Commerce **2009 Small Business of the Year** and **Spirit of Marin** award.
- Received *Pacific Sun's Best of Marin* award (3<sup>rd</sup> year in a row) for **Best Place to Buy Organic Produce**.
- Named one of **America's Favorite Farmers Markets-2009** by [www.farmland.org](http://www.farmland.org).
- MFM Board President Kevin Lunny nominated for **Heart of Marin Excellence in Board Leadership** award.
- MAI Board Member Dennis Dierks nominated for **National Resource Defense Council's Growing Green** award.
- MFM Market Manager Tyler Thayer nominated for **Novato Citizen of the Year** award.

### **Merger**

- MFM members approved merger with Marin Agricultural Institute, effective 1/1/10.

### **Board**

- Finalized *Guidelines for Meat Sellers* at the Market.
- Refined guidelines for *Free Speech at the Market*.
- Finalized guidelines for *Healthy Drinks at the Market*.

### **Advertising, Promotion, PR & Outreach**

- Partnered with local organizations in educational agricultural events – Marin History Museum (year-long agricultural exhibit), Fireman's Fund (mini farmers market), Marin County Farm Day (educational booth), Marin Human Race (chef demo), Marin County Fair (chef demos); MALT (Harvest Festival booth and Bioneers conference event and tour), and EcoFarm (Hoes Down Harvest Festival).
- Participated in and promoted the following programs to increase access to fresh, local produce: food stamps (EBT) at all markets, coupon redemption programs (including Sonoma County Community Child Care Council, NewPark Mall), and 2009 WIC program.
- Presented to over 15 local community groups, including MALT, Marin County Retired Employees Association, Marin Leadership Institute, Conservation Corps of the North Bay, Community Action Marin Childcare and Wellness Programs, about the nutritional and economic benefits of eating fresh, local food purchased directly from farmers.
- Conducted over 50 tours of the Thursday Farmers Market for school children and adults, including tours for a Rotary Club from Sweden, Slide Ranch interns, a Jewish Summer Teen Intern Program, Operation Chefs program, College of Marin, and a Bioneers group.

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## Advertising, Promotion, PR & Outreach (continued)

- Upgraded website to include information on growing your business, local restaurant information, volunteer programs and affordability web page.
- Issued monthly eNewsletter, distributed to over 5,000 customers.

## Farm to Fork

- Distributed \$210K of produce from 79 farmers to 36 customers (through November 2009). Goal this year is \$230K of produce.
- Partnered with **Bioneers** to provide over \$15K of fresh, local products for all conference meals.
- Expanded outreach to low-income populations: *Farm to Fork* now delivers to low-income populations in Bahia Vista School and San Pedro Elementary School.

## Greening our Markets

- Gave presentations on greening our markets (CA Small Farm Conference, PPS 7<sup>th</sup> International Public Market Conference).
- Participated in the 29<sup>th</sup> annual Eco-Farm Conference.
- Partnered with County of Marin, Sustainable San Rafael, Sustainable Fairfax and Green Sangha for “Plastic Free Earth Day” at MFM markets.
- Fairfax became MFM’s first plastic-free farmers market,
- Provided affordable, reusable produce bags for the public.

## MFM Markets Highlights

**Fairfax;** Partnered with Sustainable Fairfax for a greener market; finished successful fourth year at the Bolinas Park location

**Hayward;** Moved to a more family-oriented location near the newly renovated City Hall Plaza.

**Newark;** Partnered with Newpark Mall to promote the fall harvest at the farmer’s market. Customers who shopped at the mall received wooden tokens that could be used for purchases at the farmers market.

**Novato;** Held National Nite Out celebration in August; finished its fifth successful year on Grant Ave. in downtown Novato

**Oakland/Grand Lake;** Successfully partnered with Grand Lake Splash Pad Advisory Committee freeing up parking spaces for market customers and local businesses

**SF/Stonestown;** This market opened in June 2009 has been well received by all the different districts that border the market. It has a great mix of farms/vendors from all the local regions of California from Sonoma/Marin to Monterey to Tulare.

**Sunday Civic Center;** SUCC has a new management team on board; direct pathway from aisle to ATM and ADA bathrooms; Farm to Fork program is flourishing, please remember to drop your orders off at MFM office BEFORE you get to the market.

**Thursday Civic Center;** Added dedicated parking for chefs; Farm to Fork deliveries continue to contribute to making this a very successful market



## 2010 Membership Application

Personal Name: (First) \_\_\_\_\_ (Last) \_\_\_\_\_

Business Name: \_\_\_\_\_

**I am applying as a:**     Farmer/Fisherman     Food Purveyor     Artisan     Community  
     Commercial     Non-Profit     Entertainer     Free Speech

*Community members do not have any selling privileges in the Markets.*

Mailing Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Web Site: \_\_\_\_\_

**Use MAI's website as an advertising tool. Let your customers know they can visit  
[www.marinagriculturalinstitute.org](http://www.marinagriculturalinstitute.org) to get your current contact information!**

**What do we have permission to post on the MAI site?**

Phone #     Address     Email     Web Site     **DO NOT** include me on MAI website

**I am interested in a Board Position?**     YES     NO     more information

**I am interested in being on the Nominating Committee for the MAI Board Directors in my category.**

YES     NO     more information

**I would like to volunteer to be on a Committee.**     YES     NO     more information

### 2010 Fee Schedule

	Oakland/Grand Lake Sun. Marin	Novato, Fairfax, Th. Marin, Hayward, Marin City, Newark, Stonestown
Farmers/Fishermen	\$40	\$40
<i>2<sup>nd</sup> Certificates</i>	\$10	\$10
Food Prepared <b>On-Site</b>	\$55	\$55
Food Prepared <b>Off-Site</b>	\$45	\$45
Artisans	\$47	\$35
Ag. Related Non-Profits	\$40	\$40
Sponsor	\$40	\$40
Board Approved Commercial	\$55	\$55

\*All Spaces are 10"x10". All stalls are charged by retail frontage, one corner 10"x10" tent is charged double the fee for each 10" of retail frontage.

**Continued on Back ...**

**Where & When would you like to sell? Please fill in the appropriate boxes**

(\*Artisans and Musicians - **DO NOT** fill out the top section on this page!)

Year-Round Markets	# of 10ft. stalls	For year-round vendors	For seasonal vendors	
		Year round? (please circle)	approx. start date	approx. end date
<b>Marin Civic Center</b> Thursdays, 8am-1pm / Rain or Shine		yes / no		
<b>Hayward</b> Saturdays, 9am-1pm / Rain or Shine		yes / no		
<b>Oakland/Grand Lake</b> Saturdays, 9am-2pm / Rain or Shine		yes / no		
<b>Marin Civic Center</b> Sundays, 8am-1pm / Rain or Shine		yes / no		
<b>Newark</b> Sundays, 9am-1pm / Rain or Shine		yes / no		
<b>Stonestown</b> Sundays, 9am-1pm / Rain or Shine		yes / no		

Seasonal Markets	# of 10ft. stalls	All season? (please circle)	For seasonal vendors	
			approx. start date	approx. end date
<b>Novato</b> Tues., 4pm- 8pm / May-Sept.		yes / no		
<b>Fairfax</b> Wed, 4pm-8pm / May-Sept.		yes / no		
<b>Marin City (opens in May 2010!)</b> Saturdays, 9am-1pm / May-Sept.		yes / no		

I agree to abide by all MAI Rules and Regulations (available online at [marinagriculturalinstitute.org](http://marinagriculturalinstitute.org) or you can request a copy to be mailed from the office) and have signed the Participation Acknowledgement/Agreement. I have enclosed all the pertinent documents for my category (i.e. Farmer, Food Purveyor, Artisan etc.).

MAI cancellation policy requires a minimum of 72 hrs. Apr. - Nov. (48 hrs. Dec. - Mar.) notice prior to the start time of the market, so as not to incur your stall fee. You can either call to leave a message at the MAI office or write your cancellation on the weekly stall fee envelope you receive at the market. If the cancellation is late or there is no record verifying your cancellation, you will be required to pay the stall fee for the market you did not attend. While at the market, the Market Manager will not take verbal cancellations.

**Member's Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

## List of Documents needed for a complete application

**\*All checks sent in (except new artisan juring fee check) will only be cashed after you are approved, and will be returned to you if you are not.**

### **Farmer**

- Application filled out completely
- Signed Participation/Acknowledgement Agreement
- \$110 Membership check
- Farmer Form B (Growing Calendar)
- Biography Form E
- Photo or Diagram of the way you will be presenting your booth
- Proof of Automobile Liability Insurance (A copy of Evidence of Insurance)
- \$1,000,000 Business & Product Liability Insurance naming MAI as additional insured (do not get until approved)
- Current Certified Producer's Certificate(s) from each county growing in
- \*If applicable, please include any/all of the following:
  - 2<sup>nd</sup> Certificate (Must be approved by manager for each market)
  - State Organic Registration
  - 3<sup>rd</sup> party Organic Certification Agency (CCOF, QAI, MOCA, etc.)
  - Property Lease Agreement
  - Nursery Stock License
  - Health Department Permit (for any processed/value added foods)
  - Vintners need Bonded Type 2 License (for wine sales at Market)

### **Fishermen**

- Application filled out completely
- Signed Participation/Acknowledgement Agreement
- \$110 Membership check
- Biography Form E
- Photo or Diagram of the way you will be presenting your booth
- Proof of Automobile Liability Insurance (A copy of Evidence of Insurance)
- List of fish you catch (include seasons)
- Commercial Fishing License
- Ultimate Consumers Permit
- Receivers License
- Health Dept permit for each County you are applying to sell in (do not get until approved)
- \$1,000,000 Business & Product Liability Insurance naming MAI as additional insured (do not get until approved)

### **Food Purveyor** (Pre-packaged and Temporary Food Facilities TFF)

- Application filled out completely
- Signed Participation/Acknowledgement Agreement
- \$110 Membership check
- Food Purveyor information sheet Form C
- Biography Form E
- Photo or Diagram of the way you will be presenting your booth
- Proof of Automobile Liability Insurance (A copy of Evidence of Insurance)
- California Sellers Permit- Call State Board of Equalization 800-400-7115 for more info. (if applicable)
- \$1,000,000 Business & Product Liability Insurance naming MAI as additional insured (do not get until approved)
- Health Department permit from appropriate County-(do not get until approved)
- Fire Dept. Permit (for hot foods/S.F. only) - (do not get until approved)

**Artisan**

- Application filled out completely
- Signed Participation/Acknowledgement Agreement
- \$110 Membership check - **\*separate check required from jury check required**
- \$10.00 Jury fee check (non-refundable) - **\*separate check required from membership check required**
- Artisan information sheet Form A
- Biography Form E
- 7 photos labeled with your name; 5 of your product, 1 of you working in your studio, 1 of your booth (or a detailed diagram will work too) of how you will be displaying your art/craft at the market.  
Please no slides, samples, brochures or resumes. Photos will not be returned and will be kept on file.
- Copy of your Calif. Sellers Permit. Call State Board of Equalization 800-400-7115 for more information
- Proof of Automobile Liability Insurance (A copy of Evidence of Insurance)
- \$1,000,000 Business Liability Insurance naming MAI as an additional insured (do not get until approved)

**Commercial** (Board Approved only, i.e. bounce houses, knife sharpening, sponsoring downtown Assoc.)

- Application filled out completely
- Signed Participation/Acknowledgement Agreement
- \$110 Membership check
- Photo or Diagram of the way you will be presenting your booth
- One page description of what you propose to sell at the Market and or explanation of your work
- Copy of your Calif. Sellers Permit. Call State Board of Equalization 800-400-7115 for more information
- Proof of Automobile Liability Insurance (A copy of Evidence of Insurance)
- \$1,000,000 Business Liability Insurance naming MAIA as additional insured (do not get until approved)

**Non-profit** (must be Agriculture related in order to be considered)

- Application filled out completely
- Signed Participation/Acknowledgement Agreement
- \$110 Membership check
- Description of your Non-profit & an explanation of what you wish to do at market that is Health or Ag. related
- Photo or diagram of the way you will be presenting your booth (photo will be kept on file)
- Letter from the IRS showing 501C status
- Proof of Automobile Liability Insurance (A copy of Evidence of Insurance)
- \$1,000,000 Business Liability Insurance naming MAI as additional insured (do not get until approved)

**Entertainer**

- Application filled out completely
- Signed Participation/Acknowledgement Agreement
- Entertainers information sheet FORM D
- Proof of Automobile Liability Insurance (A copy of Evidence of Insurance)
- \*If musician, a CD/link to website demonstrating your music you wish to play at the Markets
- Cover letter about your entertainment; type, genre, experience, & how many in your group/performers
- One photo of the entertainment performing
- Membership (\$110) for entertainers is not mandatory, but always appreciated and welcomed!

**Free Speech**

- Application filled out completely
- Signed Participation/Acknowledgement Agreement
- A Cover letter telling us about your cause and how you wish to be participate

## 2010 Participation Acknowledgment/Agreement

I hereby acknowledge receipt of and agree to abide by the Marin Agricultural Institute (MAI) Market Rules and Regulations. **Rules & Regulations are available at our web site [www.marinagriculturalinstitute.org](http://www.marinagriculturalinstitute.org) or we are happy to mail you a copy if you do not have email access.**

I hereby agree, as a participant in the MAI markets, that I will indemnify and hold harmless the sponsors of the market site, the MAI, its Board of Directors, their agents and employees, from any and against any and all liability, claims, demands, expenses, fees, fines, penalties, suits, proceedings, actions and causes of action of any and every kind and nature arising or growing out of or in any way connected with my/our use or occupancy as a participant in a MAI certified farmers' market or related activity.

I hereby agree as a participant in the MAI certified farmers' markets that I will maintain vehicle liability insurance and, where applicable, product liability insurance, in effect as long as I am a participant in any MAI certified farmers' market.

I hereby certify that I have the authority to sign this acknowledgment/agreement as the participant or the participant's representative. By signing this acknowledgment/agreement, I acknowledge that a representative of the MAI is hereby given permission to, by appointment, visit the location(s) where my product(s) is/are produced to verify compliance with the MAI Market Rules and Regulations.

I agree that any dispute ("Dispute") that arises between me and the MAI, or among me, the MAI and any other person(s) and/or entity(ies) (each of the foregoing referred to as a "Disputing Party"), shall be resolved by the following process and that no Dispute shall be referred to a court for resolution, but shall be resolved by the following process:

Any Dispute must be initiated by having a Disputing Party submit to each of the other Disputing Parties, a written description (a "Claim") of the facts surrounding the Dispute and the relief sought by the Disputing Party.

The Disputing Parties shall meet within thirty (30) days of the Claim being presented to them to discuss in good faith how to resolve the Dispute. The MAI will be represented in these discussions by a Board or staff member selected by the Chair of the Board of Directors.

If the Dispute cannot be settled through negotiation within thirty (30) days after a Disputing Party provides the other Disputing Party(ies) the Claim, the Disputing Party shall present the claim to a mediator selected from the attached list of Mediators. If the Disputing Party(ies) do not agree on a Mediator within five (5) days, the Mediator shall be selected by the Chair of Board of Directors drawing the name from the entire list by lot. If the Disputing Party(ies) and the Mediator cannot resolve the Dispute within thirty (30) days after the Mediator is selected, any Disputing Party may make a written demand upon all the other Disputing Party(ies) for binding arbitration of the Dispute.

The demand for arbitration shall set forth in reasonable detail (i) each claim, (ii) the relief sought, including the proposed award, if applicable, (iii) a summary of the grounds for such relief and the basis for each claim, and (iv) a proposed arbitrator, selected from the attached list of Arbitrators. Within ten (10) days after receiving the demand for arbitration, each other Disputing Party(ies) shall submit a response to the statement of claim, and any related counterclaim, to the other Disputing Party(ies). If the Disputing Parties do not agree on an Arbitrator within that ten (10) day period, the Arbitrator shall be selected by the Chair of Board of Directors drawing the name by lot from the entire list, excluding any person with a conflict of interest. If the selected Arbitrator does not agree to serve, the selection process shall be repeated until an available Arbitrator is identified.

The arbitration shall be conducted within thirty (30) days after the selection of the Arbitrator, at the offices of the MAI or if the MAI determines that its offices are not available, at another location in Marin County, California. Prior to the arbitration, each of the Disputing Parties shall have the right to undertake only that discovery approved by the Arbitrator. At the arbitration, each of the Disputing Parties shall be allowed a maximum of two hours in the aggregate to present oral testimony or visual evidence and each of the Disputing Parties shall be allowed a maximum of one hour in the aggregate to cross-examine any or all of the witness(es) presented by the other Disputing Parties. The order of presentation and other rules of conduct of the arbitration shall be as determined by the Arbitrator, whose decision shall be final and binding.

All fees and expenses of the arbitration shall be borne by the Disputing Parties equally. However, at the sole and absolute discretion of the Arbitrator, the prevailing Disputing Party shall be entitled to an award of reasonable attorneys' fees as determined by the Arbitrator. I AGREE THAT A JUDGMENT ON AN AWARD RENDERED BY AN ARBITRATOR FOLLOWING THESE RULES MAY BE ENTERED IN AND ENFORCED AGAINST ME BY ANY COURT HAVING JURISDICTION AND THAT BY AGREEING TO THE MEDIATION AND ARBITRATION PROCESS DESCRIBED HEREIN, I AM WAIVING MY RIGHTS TO HAVE A TRIAL BY A JUDGE AND/OR JURY OF DISPUTES THAT I MAY HAVE WITH MAI OR WITH MAI AND OTHER PERSONS.

**Mediator:** Vivian Williamson **Arbitrator:** JAMS

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Personal Name (please print)

\_\_\_\_\_  
Business Company Name (as listed on permits)

\_\_\_\_\_  
Mailing Street Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Area Code-Telephone

Questions to answer (feel free to use another piece of paper to cover these questions)

Which MAI farmers markets do you currently sell at? \_\_\_\_\_

Varieties, heirloom, or specialty crops you grow and are most proud of/why? \_\_\_\_\_

Farm Land: total acres, county/counties you grow in: \_\_\_\_\_

Family farming history: \_\_\_\_\_

Farming Practices (please circle):    Conventional            Transitional            Organic

If you are organic, how long have you been certified, and by which 3<sup>rd</sup> party certifier?

If you are transitional, when will you complete your transition period to organic? \_\_\_\_\_

What methods of pest control do you use? \_\_\_\_\_

What fertilizers do you use? \_\_\_\_\_

How has (or will) the farmers market helped you grow your business? \_\_\_\_\_

Questions to answer (feel free to use another piece of paper to cover these questions)

Which MAI farmers markets do you currently sell at? \_\_\_\_\_

Describe your product and any interesting facts about how it is made. \_\_\_\_\_

How many years have you been in business? \_\_\_\_\_

Tell us about your background/history as it relates to your product. \_\_\_\_\_

How has / or will the farmers market helped you grow your business? \_\_\_\_\_