



Thank you for your inquiry to perform at our farmers' markets. The Entertainment application is also available on-line at www.marinagriculturalinstitute.org

MAI's Board of Directors is composed of 20 Directors, a majority of whom have engaged in farming as a major source of livelihood for a substantial part of their working lives. Seven farmer, 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.

Please follow these guidelines to easily complete our application:

1. Completely fill out the application and sign.
2. Follow the entertainer category checklist
3. Write a brief cover letter telling us about your music/entertainment style/genre.
4. Entertainers can become a member of our organization, although it is not required. If you wish to support MAI by becoming a member, please enclose your \$110 Membership dues.

We pay our musician group \$50 per market (for 1-3 musicians), or \$100 (for 4 or more musicians).

We will contact you as soon as possible to try you to book you to perform at our farmers' markets in 2010.

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



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 27th 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 3rd 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.

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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 (3rd year in a row) for **Best Place to Buy Organic Produce**.
- Named one of **America's Favorite Farmers Markets-2009** by 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 7th International Public Market Conference).
- Participated in the 29th 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 MAI Entertainer 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 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 agree to abide by all MAI Rules and Regulations (available online at 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, Entertainer, etc.).

Signature _____ Date _____

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

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 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

List of Documents needed for a complete application

*All checks sent in will only be cashed after you are approved, and will be returned to you if you are not.

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!

2010 Entertainment Date Request & Calendar Form D

Band/Business Name: _____

Personal Name: _____ Phone # _____

Genre of Music- _____

Entertainers are encouraged to join MAI as community members.

We pay all bands with 1-3 band members \$50; Bands with 4 or more members receive \$100 per market.

How many musicians in the Band? 1-3 4 or more

Do you need power supplied? yes no have own generator

Please make my checks payable to: _____

Please check which Markets you are interested in performing at:

Novato (Tuesdays May-Sept. 4pm-8pm)

Dates Available:

Dates Not Available:

Fairfax (Wednesdays May-Sept. 4pm-8pm)

Dates Available:

Dates Not Available:

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

Dates Available:

Dates Not Available:

Hayward (Saturdays 9am-1pm, year round)

Dates Available:

Dates Not Available:

Marin City (Saturdays May-Sept. 9am-1pm)

Dates Available:

Dates Not Available:

Oakland/Grand Lake (Saturdays 9am-2pm, year round)

Dates Available:

Dates Not Available:

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

Dates Available:

Dates Not Available:

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

Dates Available:

Dates Not Available:

Stonestown (Sundays 9am-1pm, year round)

Dates Available:

Dates Not Available: