



Feb. 25<sup>th</sup>, 2011

To: Union County Civic, Non-profit, School and Church Organizations

From: Mickey P. Cummings, CEC Union and Farmers Market Manager

It will soon be time for the Union County Farmers Market to begin operation. This year there are several opportunities to participate and raise funds for your organization. For each event that is sponsored by the Farmers Market, there are two booths that are set aside for Civic, Non-profit, School and Church organizations to reserve, at no cost. There are some guidelines that must be followed in order for your organization to participate.

- The main product being sold to raise funds must be a food product, preferably one that is designed to be eaten there at the market. We have over 60 vendors and volunteers that would like an opportunity to have snacks and meals, plus all those attending the events.
- Our preference is food that is “homemade”, such as baked goods, chili, grilled items, salads, lemonade, boiled peanuts, roasted nuts, etc. Other items will be acceptable at the discretion of the Market Manager.
- You may also use this opportunity, in addition to your food sales, to sell tickets to an upcoming event of your organization, raffle tickets for a fundraiser, or to distribute information about your organization.
- You must arrive at least 30 minutes before the event, and stay until the end of the event. Electricity, water and trash removal are supplied. You will need to provide everything else. You are also encouraged to invest in good signage, promoting your organization and the products you are selling – with prices.

A great deal of promotion is done to bring large numbers of people out to these events. We feel strongly that an organization like yours can raise a substantial amount of money at any of the following events. You do not have to commit to every session of any of these events, but we ask that you commit to at least one event, once a month. Those organizations willing to make the greatest commitment will be booked first.

Opportunities include:

- Friday Morning Trash & Treasures
  - Sale is from 8am – 1pm April 15<sup>th</sup> – Oct. 28<sup>th</sup> total of 29 dates.
  - This is a great opportunity for breakfast foods (sweets and sausage/ham biscuits transitioning into lunch food around 10:30 Coffee will sell all day – and ice tea will do well until autumn when hot chocolate will do better.
- Tuesday Evening Farmers Market
  - The Wednesday morning market has been changed this year to Tuesday evenings from 4pm – 8pm Opens June 14- Oct 11 total of 18 dates

- A great deal of effort will be made to promote the evening hours. We want to sell this as a “Community Night” where people come to have dinner and or ice cream/milkshake and walk around the market – much like an old fashion summer eve gathering. We plan to have some speakers and live music on some of these Tuesdays. An organization committing to this night should be prepared for the “Dinner crowd”.
- Saturday Morning Farmers Market
  - Market is from 7am – 1pm. June 11<sup>th</sup> – 29<sup>th</sup> total of 21 dates
  - Very much like Trash and Treasure day, the Sat market vendors and the attendees will be looking for both breakfast and lunch. This starts an hour earlier and ends an hour later then the Trash and Treasure. Snack foods and sweet treats will also sell, especially ice cream in the summer. Electricity hook-up at your bay will keep electric coolers or freezer carts running.

In the past there were food vendors ,other then civic and non profits, selling prepared food. As of this year, in order to comply with Health Dept. regulations, vendors who are not licensed to prepare and sell food are not able to do so at the Market. Civic and non profits organizations are exempt from these regulations, leaving organizations like yours a wonderful window of opportunity. Though you are not held to those same regulations, we encourage you to be familiar with the food handling regulations and adhere to them as “good practice” when serving at the Farmers Market events.

For more information, or to reserve your bay, contact me at 706-781-8802.

Looking forward to a great season at the Union County Farmers Market. Thanks, Mickey