

Lively NeighborFood Market

PRODUCER GUIDELINES

Dear Local Food Producer,

Thank you for submitting an application to supply our market. The guidelines below will help you determine if we are a good match for each other.

Lively NeighborFood Market is a year-round indoor Farmers' Market that operates on consignment terms with our producers. Our Mission is to grow the local food economy; we want to preserve and highlight the connection between the customer and the producer. As a producer, you retain ownership of all products until the customers purchase them.

Lively NeighborFood Market grows our local agricultural economy in 3 main ways:

1. We offer food producers convenient selling channels that will support your continued growth and season expansion
2. We provide consumers with convenient, year-round access to a broad variety of locally produced food.
3. We create a community of those who care about local food

Lively NeighborFood Market commitments:

- Lively NeighborFood Market is open 7 days/week, year-round (excluding holidays)
- Lively NeighborFood Market seeks to build a mixture of local products attractive to consumers including vegetables, fruits, meat, dairy, grains, ready-to-eat meals and non-perishable foods.
- Lively NeighborFood Market has a convenient point of sale allowing customers a single checkout and usage of several payment methods, including EBT & Double-Up Food Bucks.
- Lively NeighborFood Market uses professional refrigeration equipment of all temperature ranges, as well as a misting system, to ensure excellent merchandising and safe holding of your food.
- Lively NeighborFood Market Staff will commit to regular weekly communication with producers (or as often as necessary) to best help you tailor your next deliveries, maximize sales, and reduce waste.
- Lively NeighborFood Market works with producers to create signage for their store display, including information about their production methods and farms / facilities.
- Lively NeighborFood Market pays 70% of gross sales to producers on a twice-monthly payment schedule. We prefer and highly recommend fulfillment by direct deposit into your bank account.
- Lively NeighborFood Market will implement price changes communicated by producers by the end of the business day, but if there is a large number of items to update, we may require additional time.

Producer commitments:

- Producers will own and set the retail price for their food, knowing that they will retain 70% of the set retail price.
- Producers will provide a sufficient supply to match demand, as able, through making deliveries at regular intervals for perishable items and as-needed for non-perishable items. Maintaining the availability of products is critical for customer satisfaction and returning business.
- Producers will advise staff on how to best care for their products in the market.
- Producers will be responsive to feedback and will be proactive in communicating changes.
- Producers will communicate price changes to Lively NeighborFood Market (email preferred).
- Producers will provide Lively NeighborFood Market staff with as much information as necessary for the staff to act as good stewards of their products.
- Producers will authorize Lively NeighborFood Market to act on their behalf for replacement items and returns.
- If a producer wants to sell a new item through Lively NeighborFood Market, they must receive approval from the store manager for that channel (or other key point-person) before making a delivery.

APPLICATION & SELECTION OF MARKET PRODUCERS

We accept a limited number of producers in each category (vegetables, fruits, meat, dairy, grains, artisanal foods, ready-to-eat meals, pantry food, and nonfood items). Selections will be made based on the product mix needed for the store, the quality and variety of products from producers, a preference for geographic proximity, commitment to early and late-season production, and novel products.