



Presented by the City of Sonoma in partnership with Sonoma Valley Chamber of Commerce

Agricultural Vendor Information

Farmers, Ranchers & Fisherman who grow & sell produce, flowers, meats, eggs, fish & dairy products

Application Due Date:	January 31, 2023
Mail or Deliver Application & Fee to:	City of Sonoma Attn: STNM Market Advisory Committee No. 1 The Plaza Sonoma Ca 95476

Fee per Vendor & Location	Agricultural Vendor 10'x10' Stall Fee
Within City Limits	\$30
Sonoma Valley (South of Oakmont North of 37 along Hwy 12)	\$30
Sonoma County	\$30
Outside Sonoma County	\$40

*The fees quoted above are for 10'x10' stall.

- ❖ The main focus of Sonoma's Tuesday Night Market (STNM) is making fresh, healthy, locally grown produce from small-scale farmers available to our community. And provide a community gathering place for our residents of Sonoma Valley.
- ❖ In evaluating agricultural vendor applications to STNM, we consider the following criteria: fresh, in-season, locally-grown produce, meats, fish or dairy products; compostable, polyethylene-free packaging, small-scale, locally-based businesses, high-quality affordable options for purchase, compliance with all applicable local, county and state ordinances and permitting.
- ❖ All accepted vendors must read and comply with the Sonoma's Tuesday Night Market Rules and Regulations found on the vendor page, at www.SonomasTuesdayNightMarket.com.
- ❖ Enclose your payment! Applications without the \$45 application fee will not be considered! Any late applications received after the January 31, 2023; deadline must pay a late application penalty fee of \$30. Total Late Application Fee is \$75.

Questions? Contact Jerry Wheeler, Market Manager
sonomatuesdaynightmarket@gmail.com or Call 707/974-0216



Important Notes for 2023

- ❖ We expect the 2023 Market reach full or nearly full booth capacities. The City of Sonoma and Sonoma Valley Chamber of Commerce continue to partner to present STNM for 2023. The Market operates from May through end of September, a total of 20 market nights. There will be **no market the weeks of July 4 and August 1, 2023** due to other community events scheduled those weeks.
- ❖ Stall Fees: Agricultural Vendors will be tiered, based on your required space and business location: Within Sonoma city limits \$30 per 10'x10' stall; within Sonoma Valley (south of Oakmont, north of Highway 37) \$30; outside of Sonoma Valley but within Sonoma County \$30; outside of Sonoma County \$40.
- ❖ Please note: effective March 1, 2019 the use of single use plastics at Plaza events is prohibited. This includes all plastic beverage containers (bottled water), **plastic bags**, utensils, plastic plates and cups. There are a variety of plant-based paper products and compostable produce bags that can be used. Local retailers will be posted on our website.
- ❖ A volunteer Market Advisory Committee made up of local citizens will review all vendor applications during the month of February, using objective criteria determined by the City of Sonoma and Sonoma Valley Chamber of Commerce. Vendor applicants will be notified by March 1, 2023, if they have been accepted into the 2023 Sonoma's Tuesday Night Market. Any vendor applicant may appeal the Market Advisory Committee's decision.
- ❖ We are excited to welcome former vendors to our 2023 season. Any new changes and procedures are designed to ensure a fair, unbiased selection process, a safe and well-run market for patrons and vendors, and a welcoming event for our community, including our Plaza merchants and restaurants.
- ❖ The Fire Marshall will inspect all vendors on Market Opening Day.
- ❖ **New to 2023 market season by applying to participate in the market you are committing to participate in all 20 of the nightly markets. All vendors will be required to pay for their stall fee regardless of attendance.**

Please retain this page for your records—DO NOT return it with your completed application!



Agricultural Vendor Application and Required Documents

**Additional documents may be required

	Required Documents	Additional Information
<input type="checkbox"/>	Proper and current Certified Producer's Certificate registered with your County and California Department of Agriculture	Your County's Agricultural Office
<input type="checkbox"/>	Sales register and inspection by County Agriculture Commissioners Weights and Measures Division (must have current seal)	Your County's Agricultural Office
<input type="checkbox"/>	2023 City of Sonoma Business License	https://www.sonomacity.org/documents/business-license-application/
<input type="checkbox"/>	Complete menu of list of items for sale, WITH PRICING	Prior to any additions/changes please submit in writing (via email is best) manager@sonomastuesdaynightmarket.com
<input type="checkbox"/>	Insurance Liability	Liability Insurance naming the City of Sonoma and Sonoma Valley Chamber of Commerce as additional insured- Insurance to include \$2M General Liability per occurrence
<input type="checkbox"/>	Insurance/ Vehicle	Copy of current market vehicle insurance coverage card
<input type="checkbox"/>	Photos of products	Email or mail photos of products. Please use high resolution if sending the photos digitally.
<input type="checkbox"/>	Sonoma's Tuesday Night Certified Farmers Market Complete Agricultural Vendor Application	

Business Name: _____

Name and Title of Person Applying: _____

Business Location: _____

City: _____ **State:** _____ **Zip Code:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Website URL: _____

Email Address: _____

Business Phone: _____ **Cell Phone(s):** _____

Best Way to Contact You (circle one): *Email* *Business Phone* *Cell Phone*



Sonoma’s Tuesday Night Market has a weekly marketing program which includes vendor spotlights, and a robust market website. Please include a description that can be used for marketing purposes:

Please indicate what you will allow us to post on the STNM website:	
<input type="checkbox"/> Business Phone	<input type="checkbox"/> Cell Phone
<input type="checkbox"/> Address	<input type="checkbox"/> Email
<input type="checkbox"/> Link to your website	<input type="checkbox"/> Nothing

Sonoma’s Tuesday Night Market Runs from the beginning of May through the end of September. Preference is given to vendors who commit to our entire season. Please note there will be no market July 4 and August 1.

Are you committing to the entire season? (circle one) **Yes** **No**

If **NO**, what are your beginning and ending dates for attending the Market _____ - _____
Beginning Ending

How many stalls do you need? (Please check the appropriate box):

- One (1) (10’x10’)
 One and half (1.5) (10’x15’)
 Two (2) (10’x20’)
 Two and a half (2.5) (10’x25’)
 Three (10’x30’)

Do you need a power source? (circle): **No** **Yes** **Yes**
**If requesting 240V, include a photo of your plug and amperage requested* 120V *240V

Circle all that apply

Do you sample the products you sell? **Yes** **No**

Business Ownership (circle any below):

- Sole Proprietor Partnership/LLC Corporation Family owned Non-profit

Where do you sell your products? (check all that apply)

<input type="checkbox"/> Wholesale Distributors	<input type="checkbox"/> Direct to Food Processors	<input type="checkbox"/> You Own Your Own Store
<input type="checkbox"/> Other Farmers Markets	<input type="checkbox"/> Direct to Stores	<input type="checkbox"/> Special Events & Festivals
<input type="checkbox"/> Direct to Schools/Institutions	<input type="checkbox"/> Direct to Restaurants #____	<input type="checkbox"/> Online
<input type="checkbox"/> CSA # of subscribers ____		
List the other farmers markets you participate in:		



Please list below all individuals that you anticipate will work at your stall * This information allows the market to comply with the California Farmers Market regulations and in case of emergency.

Name	Cell Phone Number	Family, Friend or Employee

Space for additional information, including any requests for a specific location within the market (specific placement requests cannot be guaranteed):

Describe your farm history and farming philosophy:

Explain what variety, heirloom or specialty crops you grow and are most proud of:

Certified Producer's Certificate Information:

Name on Certificate	Cert #	Issuing County
If you will be selling for other Certified Producers, enter their information below:		
2 nd :		
3 rd :		



Farm/Ranch Description- Provide information on all growing locations, including locations for 2nd and 3rd Certificates (see above), if applicable:

CPC (circle one)	Farm Location Address, City County	Acreage	Miles to City of Sonoma
Primary 2 nd 3 rd			
Primary 2 nd 3 rd			
Primary 2 nd 3 rd			
Primary 2 nd 3 rd			

All applicants must attach a product list with descriptions and prices. All product lists will be approved prior to the market season, and changes to the list have to be submitted to the market operator prior to items being sold onsite.

Permits/Registrations/Certifications

(Attach copies of any permits, registrations, or certificates, if available.

Copies will be required prior to the market start date.)

Type of permits, registrations, or certificates	
Organic:	Certified since what year?
Certifying Agency	
CDFA Organic Registration #:	
Egg Handlers Registration:	Certified since what year?
Handler Code #:	
Nursery Stock	Expiration Date
License #	
City of Sonoma Business License:	Expiration Date
https://sonomabuslic.sonomacity.org/	
License #	
Other Certifications/ Registrations/ Permits:	
Type of Certification/Registration/Permit:	Since what year?
Agency:	
Type of Certification/Registration/Permit:	Since what year?
Agency:	



Crops Grown (Circle all that apply)

- | | | | | |
|------------------|--------------------------|---------------|-------------------|---------------|
| Tomatoes | Peppers | Onions/Garlic | Beans/Peas | Cabbage |
| Corn | Broccoli/Cauliflower | Cucumbers | Summer Squash | Winter Squash |
| Eggplant | Potatoes/Root Vegetables | Artichokes | Lettuce/Salad Mix | Greens |
| Mushrooms | Olives | Herbs | Apples/Pears | Stone Fruit |
| Cherries/Berries | Grapes | Melons | Dates/Figs | Avocados |
| Citrus | Flowers | Plant Starts | | |

Other Items:

Dairy Products:

Types of cheese or other items produced:

Type of coagulant/rennet used: _____

_____ % of milk from your farm

_____ % of milk from other sources. Source name/location _____

_____ % of raw milk products

_____ % of pasteurized products

Animals, Eggs and Bees:

List the breeds of all animals raised, including honeybees and laying chickens:

Animals	Breed	Size of herd/flock or # of bee hives



Please complete the Product Availability Timeline

List below your farm's product availability timeline. Be sure to indicate whether the product is on your Primary (P) or 2nd or 3rd Certificate (as specified on Page 6 of your application):

Product/Variety	CPC	May	June	July	Aug	Sept
	P 2 nd 3 rd					
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Initial Here	Please read and initial each item and sign and date below:
	I understand that I must submit a complete application, answering all questions and I acknowledge that an incomplete application may be rejected.
	I understand that a \$45 non-refundable application fee must be submitted with my application. If I am submitting my application after the January 31, 2023, deadline, I have also included a \$30 late penalty, for a total LATE APPLICATION FEE of \$75. Checks should be made payable to "City of Sonoma"
	I understand that this application is non-binding up and until both parties have signed the agreement.
	I understand that, if my business is accepted to participate as a vendor in the 2023 Market season, all required paperwork or agreements must be provided/completed prior to my business being allowed to set up and participate at the Market.
	If my business is accepted to participate as a vendor in the 2023 Market season, I agree that I and any employees or family members who will work at the Market will read and comply with the Rules and Regulations of Sonoma's Tuesday Night Market at www.SonomasTuesdayNightMarket.com .
	If my agricultural business is accepted to participate as a vendor in the 2023 Market season, I understand that I will be required to provide a verifiable sales report of my gross sales from a cash register or point-of-sale system for each Market that I attend.
	I understand that City of Sonoma records, including this application, attachments and emails, are subject to the California Public Records Act.
	I understand that if I no show for a market I am responsible for paying my nightly stall fees. And I will make every attempt to notify the market manager via email manager@sonomastuesdaynightmarket.com of my absence.

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief. I have read, understand and agree to abide by the rules and regulations governing the proposed Special Activity or Event under the City of Sonoma Municipal Code. I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Manager or the City Manager's designee. I agree to comply with all other requirements of the City, County, State, Federal Government, and any other applicable entity which may pertain to the use of the event venue and the conduct of the event. I agree to abide by all rules, regulations and permit conditions and further certify that I, on behalf of the Vendor organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any cost and fees that may be incurred by or on behalf of the vendor to the City of Sonoma. Such City Services may include, but are not limited to, Police, Fire, Public Works, Parks and Recreation, Business License and/or other necessary services provided by the City of Sonoma.

If the permit is granted, this application and supporting documents form a contract between the City of Sonoma and the Applicant relating to the described event. Applicant then becomes contractually obligated to the City of Sonoma regarding all requirements of the issued permit and agrees to protect, defend, indemnify, and hold harmless the City of Sonoma and its officers, agents and employees from and against any loss, injury, damage, claims, actions or lawsuits arising out of or in connection with Sonoma's Tuesday Night Farmers Market or the intentional



or negligent acts, errors or omissions of the Applicant, volunteers, agents and event participants, including those caused by negligence of the parties being indemnified and/or any dangerous condition of property of the parties being indemnified.

Applicant Signature: _____ Date: _____
 Printed Name /Title: _____

For Internal Purposes Only:

Required Documents Recieved	
<input type="checkbox"/>	Proper and current Certified Producer's Certificate registered with your County and California Department of Agriculture
<input type="checkbox"/>	Sales register and inspection by County Agriculture Commissioners Weights and Measures Division (must have current seal)
<input type="checkbox"/>	CDFA Organic Registration #
<input type="checkbox"/>	Egg Handlers Registration (handlers Code)
<input type="checkbox"/>	2023 City of Sonoma Business License
<input type="checkbox"/>	Complete menu with list of items for sale and pricing
<input type="checkbox"/>	Insurance Liability
<input type="checkbox"/>	Insurance/Vehicle
<input type="checkbox"/>	Certification/Registration Organic (Certifying Agency)
<input type="checkbox"/>	Nursery Stock License #
<input type="checkbox"/>	Other Certifications
<input type="checkbox"/>	Other Certifications
<input type="checkbox"/>	Submitted marketing information for the website (includes photos, description, and menu items)
<input type="checkbox"/>	Application fee is paid in full

City of Sonoma Signature: _____ **Date:** _____

Printed Name/Title: _____