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## Webb Park Certified Farmers Market & Specialty Faire

# Farmers Wanted



### Keeping you Up To Date; February 8, 2011

**From:** Claire and Richard  
**To:** Webb Park Farmers Market & Specialty Faire Vendors  
**Subject:** **Rewards offered for Successful Farmer Referrals!**

**Hello Vendors!**

The New **Webb Park SUNDAY Certified Farmers Market & Specialty Faire** has successfully made it through the month of January and through Super Bowl, and is now ready to kick into high gear.

Many vendors have asked "What Can We Do To Help?" And the answer is **FARMERS!** At the heart of it all, we are a **Certified Farmers Market**, and THAT is what the community comes out to experience. We have an **EXCEPTIONAL** Market Structure in place, with quality products, vendors and features. We have a **one-of-a-kind location** and an ambiance no other San Diego Farmers Market can match. What do we want and need more of? **FARMERS.**

And yes, **you CAN help**, and be rewarded for your efforts as well!

The **Webb Park Certified Farmers Market & Specialty Faire** is looking for **CPC** (Certified Producer Certificate) **Farmers** to bring and sell their harvest at our Sunday Market.

We are currently redesigning the fee structure for our **Certified Farmers**, and are inviting **CPC** (Certified Producer Certificate) **Farmers** to participate in our weekly Farmers Market for a **flat \$5 fee** paid to the market per CPC per market-day, no matter how much they sell.

Our requirements for CPC Farmers is that they bring and display the ORIGINAL EMBOSSED CPC document when selling at the Webb Park Certified Farmers Market, and sell only the items they grow themselves and are listed on their CPC. *For Avocados, applicable Avocado Permits are also required.*

The CPC categories we are accepting are:

- Fruit & Nut Crops
- Vegetable Crops
- Nursery Products & Flower Crops (*limited quantities*)

We are currently **NOT accepting**: POULTRY PRODUCTS

### "What Can We Do To Help?"

Most of us participate in many Certified Farmers Markets throughout San Diego County during the week. We all have the opportunity to visit with and speak to different local Farmers, large and small, and tell them about our **Webb Park Certified Farmers Market**. Some farmers may feel they are "too small" to participate in a Sunday Market; others may already be active in one or more of the area's Sunday markets. The **Webb Park Certified Farmers Market** welcomes all Certified Producers, no matter what the size of their harvest - big or small -, no matter what part of their harvest they wish to bring to Rancho Bernardo. All Farmers pay only \$5 per CPC per market day to sell at the Webb Park Certified Farmers Market, no matter how big or small their farm or display is.

**As a vendor with the Webb Park Certified Farmers Market, we are offering you an incentive to help us attract new CPC Farmers to our market. Through June 30, 2011:**

- for every market day that your CPC-referred Farmer sets up at the Webb Park Certified Farmers Market, **YOU PAY ONLY A FLAT \$10 MARKET FEE!**
- Have 2 CPC Farmers set up with us on the same day and **YOU PAY ONLY A FLAT \$5 MARKET FEE** for that day.
- Refer 3 or more CPC Farmers to our Market and 3 or more set up for the day, **YOU RECEIVE YOUR SELLING SPACE AT THE WEBB PARK CERTIFIED FARMERS MARKET WITH OUR COMPLIMENTS FOR THE DAY!**

Requirements to qualify for the Vendor-CPC incentive each day are

- you must be a vendor in good standing with the market
- you must set up for the entire market day on the same day as the CPC Farmer.
- The CPC Farmer must have the original embossed Certificates (including Avocado Certificates) on display.
- All produce must be of their own growing and listed on their CPC.
- The CPC Farmer must be customer ready by 9:45am, and
- remain open for business until the end of the market, or until they sell out.
- Both the CPC Farmer and the Vendor must report their day's total sales figures to the market at the end of the day.
- The CPC Farmer must properly complete a Produce Load List for the products brought to the market and sold that day.

**"What Can We Do To Help?"**

**We're glad you asked!**

~ Claire and Richard

website: <http://www.webbparkfarmersmarket.com/>  
Join us on Facebook. <http://www.facebook.com/WPCFM>  
Follow us on Twitter. <http://twitter.com/WPfarmersmarket>

[Subscribe to the Webb Park Certified Farmers Market and Specialty Faire mailing list.](#)

**Additional Information:**

our application:  
[http://www.webbparkfarmersmarket.com/uploads/Vendor\\_Application.pdf](http://www.webbparkfarmersmarket.com/uploads/Vendor_Application.pdf)

For Farmers, we require that the farmer be a "Certified Producer" Certified by the Department of Agriculture

- <http://www.webbparkfarmersmarket.com/#certified>
- [http://www.co.san-diego.ca.us/awm/farmers\\_markets.html](http://www.co.san-diego.ca.us/awm/farmers_markets.html)
- [http://www.sdcounty.ca.gov/reusable\\_components/images/awm/Docs/SE\\_8-31-10\\_CPC\\_application\\_packet.pdf](http://www.sdcounty.ca.gov/reusable_components/images/awm/Docs/SE_8-31-10_CPC_application_packet.pdf)

