



U CITY FARMERS MARKET

Located at 6655 Delmar Blvd, University City, MO 63130

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2022 MARKET SEASON INFORMATION

GREETINGS! We're sowing the seeds for a successful Market Season with exciting plans, press releases, and more! Based on the growing response to last year's season, we expect this to be a prosperous year at the U City Farmers Market.

SATURDAY FARMERS MARKET: 33 Weeks—from April 9 to November 19; 9:00am to 1pm

WINTER/SPRING MARKETS: Saturday, Feb 12 & 26, March 12 & 26, 9:30am to 12:30pm

HOLIDAY MARKETS: Dates in December to be determined

APPLICATION DUE DATE IS MARCH 21 for Full and Half Season Vendors and APRIL 1 for all others!

NEW VENDORS are welcome to apply at any time during the season. New Vendors must be pre-approved by the Market Manager before they can begin. Just starting out with a food business? Ask for our info packet to help you navigate the way to getting everything up and running. Contact Deb at 314-913-6632 or midtownfarms1@yahoo.com

MAFM VENDOR SERVICES The Market offers on-site WiFi; Weekly Market Email; Active Social Media on Twitter and Facebook; Website Updates; Net-Working and Advertising; U City and Loop Promotions; Weekly Market Music; STL Co DOH Updates; Community Outreach; On-Site Storage for Full Season Vendors; Electricity; and Special Events are included in the vendor fees. There's plenty of free, convenient customer parking right next to the market.

WEBSITE & ONLINE PAYMENTS: *NEW* We are updating our website to offer online Vendor Applications and Payment System. We prefer that vendors use this system to sign up for market. For vendors who are unable to register online a hard copy application is still available. We will let you know when the platform is good to go. In the meantime, please use the pdf application to 2022 Info in order to communicate your vending intentions.

SNAP/EBT AND DUFEB: *NEW* These are the token-based services we offer. They increase Farm and Food Vendor sales as well as increase access to fresh foods for seniors and low-income families. Reimbursement is provided at the end of each market day. SNAP is for Food & Farm Vendors only. DUFEB is for Produce Farmers only. DUFEB vendors must sign agreement

VENDOR SPACE ASSIGNMENTS: *NEW* Only Full-Season Vendors will be guaranteed the same space every week. If vendors plan to come every week and want the same space all the time, they must sign up as a Full-Season Vendor or Seasonal Farmer. Returning Full Season Vendors will have first choice of spaces. Weekly vendors may be moved to different spaces.

ON-SITE STORAGE: *NEW* Full Season Vendors can store tents, freezers and other equipment in locked shed in between market days. Vendors must fill out Storage Waiver Form and Pay a \$25 Storage Fee.

TENTS & TABLES *NEW* Tent Rental is \$10/day and Table Rental is \$3/day. Vendors, who are not in a Market Tent or Shed, must use their own market tents with weights. All vendors must bring their own tables, chairs, supplies and equipment.

HISTORIC SITE: Our site is known as "The Market in the Loop" in University City, a privately-owned historic market facility built in the 1970's for a farmers market. It is a U-shaped permanent wood structure with a roof & doors. We use the Market Sheds; the Courtyard in the middle; part of the Public Parking Lot; and the Front Plaza for Special Events.

ADDRESS & DIRECTIONS: 6655 Delmar Blvd, University City, MO 63130; rear parking lot between Kingsland and Leland Aves

- ❖ From I-170 go east on Delmar Blvd to Kingsland, turn left, then right into parking lot, drive forward to site.
- ❖ From I-64/40 East, exit at Clayton Rd, turn right on Skinker Blvd, turn left on Delmar, then right on Kingsland
- ❖ From I-64/40 West, exit at McCausland; turn left, becomes Skinker, go to Delmar, etc.

CHEERS AND THANKS FOR YOUR PARTICIPATION! Deb