

CUESA



CULTIVATING A HEALTHY
FOOD SYSTEM

CUESA's Ferry Plaza Farmers Market Photography & Filming Agreement

Thank you for your interest in photographing or filming at the Ferry Plaza Farmers Market. The market is run by the educational nonprofit CUESA (Center for Urban Education about Sustainable Agriculture). CUESA is a 501(c)(3) nonprofit dedicated to growing thriving communities through the power and joy of local food. In allowing filming and photography in our farmers markets, our priority is to support our local farmers and sellers and promote a sustainable food system, while operating a smooth and uninterrupted market for both our sellers and our market visitors. To that end, we have established these guidelines and policies.

Ferry Plaza Farmers Market (Outside) vs. Ferry Building Marketplace (Inside)

The Ferry Plaza Farmers Market takes place *outside* of the Ferry Building on Saturdays (8 am to 2 pm) and Tuesdays and Thursdays (10 am to 2 pm). The shops *inside* the Ferry Building are managed separately by Hudson Pacific Properties ***Your agreement with CUESA does not cover filming or photography inside the Ferry Building at any time, nor does it cover filming or photography outside the Ferry Building during non-farmers-market hours.*** For requests to film inside Ferry Building or outside during non-farmers-market hours, contact ferrybuildingpr@wagstaffmktg.com.

Eligibility

All individuals, students, companies, or organizations who wish to film or photograph in the Ferry Plaza Farmers Market for commercial, editorial, educational, or not-for-profit purposes must coordinate their requests through CUESA. All requests are subject to the approval of CUESA's Communications Director and Executive Director. CUESA reserves the right to refuse projects it deems inappropriate to the Ferry Plaza Farmers Market or CUESA's mission. Permission to film or photograph is granted only for the use indicated on an approved application. Permission must be obtained prior to the day of filming.

Crew Size

Size of the crew (including talent, producers, and production crew, such as camera operators, lighting, and sound) must be determined in advance of your visit. Depending on the scope of the production, CUESA may require a staff person to attend to the crew and facilitate introductions to individual sellers. Filming related donations may be increased for more complex projects with large crews.

COVID-19 Safety Protocols

All crew members and talent must follow CUESA's COVID-19 safety protocols as directed by the San Francisco Department of Public Health and the California Department of Public Health. These may include wearing a face covering, refraining from sampling, etc. For the latest updates, visit cuesa.org/public-health.

Vehicles & Parking

We cannot provide for or allow parking directly in front of the Ferry Building. The closest parking is the ProPark lot on the corner of Washington and Embarcadero Streets. Please coordinate with CUESA in advance if you need to load off equipment before parking your vehicle.

No Disruption of Operations

Your filming or photography must not interrupt normal market operations or sales (i.e. we cannot move sellers from their traditional stall locations or block customers' access to stalls). Your crew must treat all market sellers, shoppers, and staff with respect. Individual sellers reserve the right to remain off-camera. On Saturdays, we request that you wrap up your filming between 8:00-10:00 am, as the market tends to get crowded.

Product Use

If any farmers market products are handled as a prop or part of the filming, they must be purchased from the seller. If you would like to feature produce or products not purchased at the farmers market, those items must be approved by CUESA in advance.

Editorial vs. Commercial Projects

Typically there is no required filming related donation for editorial shoots, except in the case of complex projects. For approved commercial filming and photography (including sponsored content), we require a filming related donation based on the scope and complexity of the project. Each request will be considered on a case-by-case basis. Please make checks payable to "CUESA." CUESA is a 501(c)(3) nonprofit organization (EIN 94-3212988). Your filming related donation supports our mission to grow thriving communities through the power and joy of local food, and is tax deductible to the full extent of the law.

Please email or fax the following application to Communications Director Brie Mazurek at brie@cuesa.org or 415-291-3275 (fax). For questions, call 415-291-3276 x104.

