

## BECOMING A SELLER AT THE CUESA MARKETS

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Thank you for your interest in becoming a seller at one of the CUESA Markets. CUESA currently operates three weekly farmers market that are renowned for their diverse offering of high-quality, delicious local products. We are proud to serve as an incubator for farmers, small food businesses and food entrepreneurs and to expand public access to fresh fruits and vegetables. CUESA is committed to conducting its business, programs, and market activities according to the following core values: sustainability, excellence, vision, and community.

**CUESA is not bound to apply a particular set of selection criteria in every instance and reserves unconditional discretion to accept or refuse anyone as a CUESA market seller. The following are factors that may be used to evaluate new sellers:**

For farmers and ranchers, all products must be grown in California, and we give preference to those who farm organically.

Seller's products must not knowingly contain genetically modified ingredients or be grown from genetically engineered seed.

Seller provides full disclosure to CUESA of sourcing for ingredients in processed or prepared food products.

Seller produces excellent quality products.

Seller's revenue is mostly derived from direct sales channels.

Seller's scale of business is consistent with CUESA's mission.

Seller currently focuses primarily on California or smaller direct marketing outlets; preference is given to those with fewer direct marketing outlets or opportunities.

**When reviewing a potential seller for inclusion, the following market characteristics and needs are also considered:**

Product and Seller target profile for the relevant Market and Market day

Space availability at Markets.

Whether products are unique or unusual or are desired by CUESA to create a more diverse shopping experience or increased consumer awareness.

Whether products will enhance the overall product mix at Markets.

Maintaining market access for farmers with value-added products versus food artisans and vendors with similar products.

**Please note that we do not accept applications for the following items:**

- Carnival-like foods, such as; Cotton Candy, Candy Apples, Kettle Corn, Candy etc.
- Decorative crafts
- Apparel and jewelry
- Books and other printed material
- Nationally distributed packaged foods
- Energy drinks
- Pet foods
- Souvenirs, gift items, and greeting cards
- Cosmetics and personal care items
- Home and garden knickknacks
- Wine, spirits, and beer

**Process for applying as a Potential Seller at the CUESA Markets:**

Review the criteria we look for when considering prospective sellers as well as our Sustainability Framework (available on the CUESA website) to see if you qualify. If so, we welcome you to complete our prospective seller application at any time.

Download and fully complete a prospective seller application from the CUESA website. Please note that applications should include a list of proposed products for sale, including availability throughout the year or a sample menu.

Submit these documents to the CUESA office via mail, email, fax or submit to the information booth on any market day.

**Based on information provided in your prospective application CUESA will review and determine if your business is a potential fit for one of our market days and locations. CUESA's policy when selecting sellers for the markets is to give preference to producers and vendors whose practices support our objectives, and meet the standards set forth in our Sustainability Framework.**

**If we determine that you are a good candidate for inclusion but no space is available, CUESA may place you on a wait list and review your application again if/when a space does become available. While we would love to chat with all prospective vendors individually, the high volume of interest forms we receive and our regular work load does not always allow for this. Please feel free to submit additional info to be added to your file as it is available to keep your info up to date.**

<http://www.cuesa.org/markets/prospective-sellers>

<http://www.cuesa.org/learn/sustainability/sustainable-food>

[http://www.cuesa.org/sites/default/files/CUESA\\_Sustainable\\_Vendor\\_Framework.pdf](http://www.cuesa.org/sites/default/files/CUESA_Sustainable_Vendor_Framework.pdf)