



Foodwise 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 Foodwise (formerly CUESA), a 501(c)(3) nonprofit dedicated to growing thriving communities through the power and joy of local food. Our priority is to support our local farmers, food makers, and community and promote a sustainable food system, while operating a smooth and uninterrupted market for our sellers and visitors. To that end, we have established these guidelines and policies filming and photography requests.

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 Foodwise 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 ferrybuilding@afandco.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 Foodwise. All requests are subject to the approval of Foodwise's Communications Director and Executive Director. Foodwise reserves the right to refuse projects that are not a fit for the Ferry Plaza Farmers Market or Foodwise's mission. Permission to film or photograph is granted only for the date, time, and usage indicated on an approved application. Please submit your request at least one week in advance of the requested date. Permission from Foodwise must be approved prior to the day of filming.

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 "Foodwise." Foodwise 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.

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, Foodwise 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.

Public safety protocols: All crew members and talent must follow Foodwise's 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. Check in with Foodwise about the latest advisories in advance of filming.

Vehicles and 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 Foodwise 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. We cannot move sellers from their stall locations or block customers' access to stalls. Your crew and talent must treat all market sellers, shoppers, and staff with respect. Sellers and shoppers 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 available or purchased at the farmers market, those items must be approved by Foodwise in advance.

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



Foodwise Ferry Plaza Farmers Market Photography & Filming Permit Application

Name of applicant: _____ Date of application: _____

Company & title: _____ Website: _____

Address: _____ Phone: _____

Name of company/client for whom film/photos are being made: _____

Purpose of the filming/photography and when and where the material will be published/released:

Name of site crew leader: _____ Size of crew: _____

Cell phone of site crew leader: _____ Email: _____

Date of filming: _____ Timeframe (e.g., 8am-10am): _____

Vehicles: _____

Equipment details (please indicate if any of the below will be used and the quantity):

_____ Handheld camera _____ Rails and/or dollies _____ Tripod

_____ Microphones/booms _____ Lighting equipment including sun bounce screens, lamps, etc.

Special needs or requests: _____

Filming related donations are required for commercial filming/photography (including sponsored content), and will be determined based on the scope and complexity of each project.

In signing this application, the applicant agrees to the terms in Foodwise's Photography & Filming Agreement, and assumes responsibility for any damage to Foodwise equipment or Ferry Building property. The applicant agrees to cause no interruption to the sellers' business at the Ferry Plaza Farmers Market. In some cases, a certificate of insurance naming Foodwise as additional insured may be requested. This agreement does not cover filming or photography inside the Ferry Building Marketplace.

Applicant signature _____ Title _____ Date _____

Foodwise signature _____ Title _____ Date _____

When you arrive at the Ferry Plaza Farmers Market to film you will need to check in at the Foodwise Info Booth with a fully executed copy of this form. Our team will escort or direct you to the Ferry Building security office to pick up media badges. Everyone in the crew must be identified and wearing the badge. Thank you!