



## Quarterfield Markets @ Hertzlers' Farm

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Quarterfield Markets @ Hertzlers' Farm is an exciting new adaptation to a well-established feed and farm supply store. Utilizing existing structures, customer base, brand recognition and marketing footprint, Quarterfield Markets offers a collective of shops, creating opportunities for local producers and artisans to promote locally grown, raised, produced and sourced items. The Markets will give an authentic farm experience for families, support local business and develop a support system for a collective of local vendors.

We offer two main types of vendor spaces:

1. **Core Vendors** are located within Hertzler Farm & Feed. They are considered "permanent" locations, open 6 days a week and will utilize centralized checkout.
2. **The Market Extension** will be open on Fridays 8 AM - 5 PM and Saturdays 8 AM - 12 PM. Vendors in the Market Extension will be required to maintain a physical presence within their booth and will handle their own check-out requirements.

### Vendor Responsibilities

The Markets by design are a collective of vendors and rely on a covenant of understanding for mutual success. Each individual's success will increase with the success of the group. Vendors are responsible for:

- Monitoring product quantities and maintaining a consistent product inventory.
- Design and provide a display for products, including shelving and decorations.
- Creating and maintaining an active business social media presence to network with other vendors and promote the Markets.
- Positively representing the Markets in the local community
- Collect and pay appropriate local and/or state sales tax

**Social Media:** a facebook and instagram presence will allow vendors to network with customers at minimal cost. Each vendor is strongly encouraged to maintain an active personalized social media presence for their market, with cross-collaboration with the parent Market page.

**Display:** Each booth (or shelf!) will reflect the preferences of the producer, but we also have a style guide to create a consistent feel throughout the Markets. Ideas may be found on our Pinterest Board or Amazon List (for purchasing). Both links will be emailed to you with your welcome packet. We're also here to help! We have an assortment of shelving you can utilize and we love helping to design a display. If this is an area that's outside your comfort zone, please don't hesitate to ask (Lauren). We reserve the right to redirect a vendor if the space designed is not cohesive with the overall market theme.

### ***Centralized Checkout (Core Markets only)***

Vendors located in the Core Markets area (within Hertzler Farm & Feed Store area), will utilize centralized checkout. A register will be available during regular operating hours of Mon - Friday, 8 AM - 5 PM and Saturdays 8 AM - 12 PM. Operating with Square technology, we will ensure inventory is loaded into the database.

- Provide a current list of all products within their market, including a SKU number and price.
- Ensure all products are adequately labeled for easy check-out and follow the requirements listed in the Virginia Cooperative Extension "Going to Market" guide for labeling.
- Vendors will be reimbursed bi-weekly for sales, net credit card processing fees.
- Vendors utilizing centralized checkout will be required to cover the register for one 4 Hour shift per month.
  - If you (or your representative) are unable to work a shift, you may pay a check-out fee of \$60/month.
  - Working shifts will be scheduled using Square Appointments a minimum of 30 days in advance. Each vendor will have access to the schedule to self-select a time.
  - No-showing a shift will incur a \$10 no-show fee in addition to the \$60 check-out fee.
  - You may have the option to pick up additional shifts to earn credits toward your lease! If one vendor chooses to pay the fee instead of working, these shifts will become available first come/first serve.

### ***Fees***

Leasing space in Quarterfield Markets is fully customizable and will vary based upon the size, scope and location desired. For larger vendors, we have indoor options with electrical access or ample outdoor locations for a more casual, bring-your-own tent style. Core indoor vendors are considered permanent and their booths will stay set up and maintained full time. Indoor Extension vendors may leave their display set up from week to week as well. Outdoor Extension vendors will need to set up on Friday morning and tear down on Saturday afternoon. Smaller merchants may benefit from leasing a shelf (or two or three).

Please complete an interest form to receive a quote and check availability. Sample Fees are listed below:

Location	Size	Type	Cost
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Core Market - Indoor	3, 4' shelves (12 linear feet)	Shelf/Display	\$12 - \$20 per week
Core Market - Indoor	Varies 6' x 8' to 10' x12'	Booth	\$50-\$75 per week
Freezer	Varies	Chest Freezer	\$40 per week
Market Extension	10' x 10'	booth	\$20 per day
Outdoor (bring your own tent)	12' x 12'	Tent	\$12 per day

### ***Our Commitment to You:***

We commit to operating our business with compassion and integrity. This farm is our home and we desire to share the simplistic peace that we find here with others. We ask that you respect our day of rest. The Markets will be closed to public and vendor access on Sundays.

Quarterfield Markets will be responsible for providing electrical service for the vendors under roof. Outside vendors will need to provide their own generators if desired. In addition, the Markets will be responsible for:

- Driveway maintenance, including snow removal
- Parking for customers and vendors
- Maintaining structural integrity of the buildings. Internal booth design will be the responsibility and cost of the vendor.
- Liability insurance
- Marketing! In promoting Quarterfield Markets, we promote the vendors who lease space with us. While we rely heavily on the Internet, social media and word of mouth, opportunities will be provided for collaboration on promotional ideas.

***Contract Length:*** We believe in small businesses and know that flexibility is hugely important. While we hope you love our space and stay for a long time, we also know that life happens! All indoor space agreements are month to month. Outdoor space is week to week.

We'd love to partner with you! Please feel free to contact us with questions or just to share ideas. Our vision is collaborative and community based. Come join us!

**Jill Hostetter**

*Lauren*

*Hertzler*

Jill (Hertzler) Hostetter,  
Market Manager  
(540) 820-8923

Lauren Hertzler,  
Vendor Relations  
(804) 393-6754

***Quarterfield Markets @ Hertzlers' Farm  
Vendor Interest Form***

Name: \_\_\_\_\_

Business Name (if applicable): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone # \_\_\_\_\_

Website, Facebook or Instagram Page: \_\_\_\_\_

Please describe your product: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What makes you a great fit for Quarterfield Markets: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please check your desired space:



Core Market - Single 4' Shelf



Core Market - Multiple 4' Shelves (How many \_\_\_\_\_)



Core Market - Indoor Booth (sizes vary from 6'x8' to 12'x12')



Extension Market - Indoor Booth (size averages 10'x10')

☐

Extension Market - Outdoor Tent Space

☐

Design your space! Describe your needs: \_\_\_\_\_

Any additional comments about your space needs? \_\_\_\_\_

Will you require electric?

☐

Yes (Describe use: \_\_\_\_\_)

☐

No

Desired start date? \_\_\_\_\_

*Please submit online or via email to [HertzlersFarm@gmail.com](mailto:HertzlersFarm@gmail.com). Responses will be provided typically within 48 hours.*

## ***Vendor Covenant***

I, \_\_\_\_\_, am legally authorized to represent the business known as \_\_\_\_\_. The Markets by design are a collective of vendors and rely on a covenant of understanding for mutual success. Each individual's success will increase with the success of the group. I understand that as a member of Quarterfield Markets, located at 3209 Buckingham Rd, I agree to the following (please initial each one):

\_\_\_\_\_ Rents are due on the first of the month for the upcoming month. A five day grace period is permitted. Late payments subject to a \$10 late fee. Past due amounts may be withheld from sales. If a vendor vacates a space before the end of the month, the rent will not be prorated.

\_\_\_\_\_ Collecting and paying appropriate local and/or state sales tax is the responsibility of the vendor (not the Markets).

\_\_\_\_\_ Quarterfield Markets are an alcohol and tobacco free environment. This includes sales and personal usage while on the premises.

\_\_\_\_\_ Our Liability policy covers catastrophic loss and personal liability. Incident loss due to shoplifting is a risk all vendors take. Quarterfield Markets and Hertzler Farm & Feed are not liable for incidental loss.

\_\_\_\_\_ All vendors will treat each other (and our customers, animals, property and land) with dignity and respect. To put it simply - Be Nice.

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***Core Vendors Only -***

\_\_\_\_\_ All products must be adequately labeled for easy check-out. An inventory list must be provided to the market manager with a current list of all products available for sale within my market, including a price, no less than 48 hours before they are offered for sale in the market. Vendors should monitor product quantities and maintain a consistent product inventory.

\_\_\_\_\_ Payments collected at centralized checkout will be forwarded to vendors bi-weekly for sales, net credit card processing fees.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_