

ARLINGTON COUNTY, VIRGINIA

AGREEMENT NO. 22-DPR-RFP-383
AMENDMENT NUMBER 1

This Amendment Number 1 is made on the date of execution by the County and amends Agreement Number 22-DPR-RFP-383 (“Main Agreement”), dated May 5, 2022, between **FreshFarm Markets, Inc.**(“Contractor”) and the County Board of Arlington County, Virginia (“County”).

The County and the Contractor agree to amend the Main Agreement as follows:

- 1. **PURSUANT TO PARAGRAPH 4. CONTRACT TERM, THIS CONTRACT IS HEREBY RENEWED FOR THE PERIOD OF JULY 1, 2024 TO JUNE 30, 2025.**
- 2. **REPLACE THE COUNTY PROJECT OFFICER IN PARAGRAPH 47. NOTICES WITH THE FOLLOWING:**


TO THE COUNTY:
Richard Holley, Project Officer
Arlington County, Virginia
2700 South Taylor Street
Arlington, VA 22201
Phone: (703) 228-7841
Email: rholley@arlingtonva.us

All other terms and conditions of the Main Agreement remain in effect.

WITNESS these signatures:

THE COUNTY BOARD OF ARLINGTON
COUNTY, VIRGINIA

FRESHFARM MARKETS, INC.

AUTHORIZED SIGNATURE: 
NAME: Meloni Hurley
TITLE: Assistant Purchasing Agent
DATE: 3/19/2024


AUTHORIZED SIGNATURE: 
NAME: Hugo Mogollon
TITLE: Executive Director
DATE: 3/19/2024

EXHIBIT B
CONTRACT PRICING

Offeror Name: FRESHFARM Markets, Inc.

Date: March 1, 2022

| Revenue | Value | Description |
|--------------------------------------|------------------|---|
| Market Fees | \$105,000 | 5% fee of vendors revenue |
| Grants | \$10,000 | USDA GusNip Grant |
| Total | \$115,000 | |
| | | |
| Expense | Cost | Description |
| Executive Director | \$2,400 | 2% FTE. General oversight, strategic development. |
| Director of Agricultural Programs | \$2,700 | 3% FTE. Overseeing the Markets Team and will be a liaison with the County. |
| Logistics Manager | \$12,500 | 25% FTE. Market Management, vendor relationships, logistics, and day-to-day operations |
| Market Managers | \$18,304 | Two market manager 8 hours/52 weeks. Day-to-day operations |
| Other Senior Team Support | \$8,000 | Vendor relationship, staff management, food access |
| Communications Team | \$2,490 | 3% FTE. Overseeing all FRESHFARM communications around markets and programs, including website content, social media, newsletters, print collateral, and media pitches. |
| Finance and Admin Team | \$3,600 | 4% FTE. Overseeing the financial management at market, including budget compliance, sales reports, reimbursements, and fees. |
| Fringe 15% | \$6,959 | Employee taxes, and benefits |
| Market Supplies | \$2,500 | |
| Insurance | \$2,300 | Liability Insurance, D&O Insurance, Umbrella |
| Permits and Licenses | \$500 | |
| Training and Certifications | \$1,200 | Professional Development for markets team |
| Software development and maintenance | \$1,300 | Market application and sales management software development and maintenance |
| Marketing and Promotion | \$2,500 | |
| Signage | \$1,800 | Traffic control signs, and cones |
| Programming | \$1,000 | |
| Food Access Matching Programs | \$25,000 | FRESH MATCH Program |
| Subtotal | \$95,053 | |
| Overhead 9% | \$8,555 | |
| County (3.5 % of Market Fees) | \$3,675 | |
| Total Expense | \$107,283 | |

Market Fees Structure

Goal: Provide farmers market management services to Arlington County based on a self-funding fee structure.

Resources generated by the market will pay for all operative expenses including but not limited to staff, logistics, equipment, insurance, and licenses. Additionally, collected fees help fund important food access work at the market.

Our record of reinvesting resources in the market has more than double the market revenue over the last five years.

Starting in 2023, we will gradually bring the Arlington Market into FRESH Farm's tiered fees structure applied across our network of markets. All agricultural product vendors pay a lower fee than non-farm products such as prepared food, bread, pastries, coffee, and drinks in this structure. The fees structure is as follows:

| RATES CHARGED TO VENDORS | |
|--|---|
| Fees Charged to Vendors | |
| 2022 | 5% |
| 2023 | 6% |
| 2024 | 6% |
| 2025 | 6% All Farm Products 8% non- Farm products |
| 2026 | 6% All Farm Products 8% non- Farm products |
| PERCENTAGE OF GROSS REVENUE PAID TO ARLINGTON COUNTY | |
| Percentage of gross revenue paid to Arlington County | 3.50% |