

ARLINGTON COUNTY, VIRGINIA
OFFICE OF THE PURCHASING AGENT
2100 CLARENDON BOULEVARD, SUITE 500
ARLINGTON, VIRGINIA 22201

CONTRACT RENEWAL

TO: FRESHFARM MARKETS, INC.
655 NEW YORK AVENUE
6TH FLOOR
WASHINGTON, D.C. 20001

ORIGINAL DATE ISSUED: MAY 5, 2022
CONTRACT NO: 22-DPR-RFP-383
CONTRACT TITLE: FARMERS MARKET
MANAGEMENT SERVICES

**THIS IS A NOTICE OF RENEWAL AND NOT AN ORDER. NO WORK IS AUTHORIZED UNTIL THE VENDOR RECEIVES A VALID
COUNTY PURCHASE ORDER ENCUMBERING CONTRACT FUNDS.**

The contract documents consist of the terms and conditions of AGREEMENT No. 22-DPR-RFP-383 including any attachments or amendments thereto.

EFFECTIVE DATE: JULY 1, 2023

EXPIRES: JUNE 30, 2024

RENEWALS: THREE (3) ADDITIONAL 12-MONTH PERIODS FROM JULY 1, 2024 TO JUNE 30, 2027

COMMODITY CODE(S): 91820, 91821, 91875, 91876, 94675, 96153

LIVING WAGE: N

EMPLOYEES NOT TO BENEFIT:

NO COUNTY EMPLOYEE SHALL RECEIVE ANY SHARE OR BENEFIT OF THIS CONTRACT NOT AVAILABLE TO THE GENERAL PUBLIC.

VENDOR CONTACT: REBECCA CHAVEZ

VENDOR TEL. NO.: (571) 265-0324

EMAIL ADDRESS: RCHAVEZ@FFM.ORG

COUNTY CONTACT: KIMBERLY HAUN

COUNTY TEL. NO.: (703) 228-7872

EMAIL ADDRESS: KHAUN@ARLINGTONVA.US

CONTRACT AUTHORIZATION

THE COUNTY BOARD OF ARLINGTON
COUNTY, VIRGINIA

FRESHFARM MARKETS, INC.

PRINT: Meloni Hurley

PRINT: Hugo Mogollon

SIGNATURE: 
534895882496484...

SIGNATURE: 
A2446E7FFE314FB...

TITLE: Asst. Purchasing Agent

TITLE: Executive Director

DATE: 3/21/2023

DATE: 3/21/2023

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%