

# West Broad Farmers Market Operating Policies for 2017

## 1. INTRODUCTION

**A. Mission** - The West Broad Farmers Market (WBFM) is a community-driven, education-oriented market operated by the Athens Land Trust. This market develops new entrepreneurs, contributes to community health and wellness and builds a neighborhood-based economy in the Hancock Corridor community.

**B. WBFM Advisory Council** - The WBFM Advisory Council will be comprised of no less than: two vendors, two representatives of the Hancock Corridor community, one Athens Land Trust Board Member, the ALT Farmers Market Manager and the ALT Community Agriculture Program Director.

**C. Market Manager** - The West Broad Farmers Market will employ a Market Manager, whose duties shall be fully defined in the “Market Manager Job Description” in Appendix 1. These duties include managing the collection of Market data, managing the collection of daily fees, assigning market spaces, supervising the market, conducting stall, farm and other facility audits and providing ongoing education and support to vendors. The Manager will be responsible to the Advisory Council and report any violations of rules to the Council. The Manager is the market's key representative for all aspects of the market's daily business, programming and operation and will be the final authority during market hours. Effectively delegating (to ALT staff, interns and volunteers helping with the Market) responsibilities will be a key aspect of this position. Objections to decisions or actions by the Market Manager may be appealed to the Council for later consideration.

**D. Farms Business Manager** - The Business Manager will be responsible for updating vendor payments and credits and market expenditures on a weekly basis. Weekly ledgers will be maintained by the market manager (or the manager's delegated representative) and passed on to the business manager in a timely fashion.

## 2. MARKET PARTICIPATION

**A.** Completed applications for vending will be processed by the Advisory Council in a timely fashion. Applications may be reviewed on a revolving basis at the discretion of the council. The Council may, at its discretion, require additional information about the applicant and products before deciding to fully consider an application. An Application is not completed until fees are paid as defined in the application form(s). Vendors will be notified of acceptance into the market once the Council makes that decision. Advisory Council decisions are finalized by recording a simple majority vote.

**B.** The only vendors who will be allowed to sell products at the West Broad Farmers Market are those whose applications have been accepted and approved by the Advisory Council.

**C.** The West Broad Farmers Market reserves the right to prohibit any individual or vendor from selling at the market. Upon this type of decision, fees paid will be refunded after deduction of the weekly rate. The deduction shall be based on the number of Market Days, which have transpired since the application was approved.

**D.** All farms and certified kitchens are subject to inspection by West Broad Farmers Market staff to ensure compliance with product guidelines (see 4 and 5A).

**E.** The WBFM will not discriminate against anyone because of race, color, creed, national origin, sex, gender, age, disability or sexual orientation.

### **3. VENDOR FEES**

**A. Vendor Fees for Saturday Market** - Fees must be paid as defined in the Application forms. Applications for vendors will not be considered in subsequent years if there is an unpaid balance.

**B. Continuance of Occupancy** - Vendors who had annual spaces the previous year will be required to file a new application for the current year. An approved application from a prior season does not guarantee approval in the subsequent year.

### **4. WHAT CAN BE SOLD**

**A. Raw Agricultural Products** - This category includes fruits, vegetables, grains, herbs, flowers, bedding plants and potted plants. The seller must grow from seed, plugs, cuttings, bulbs, bare roots, and bedding or potted plants.

**B. Value-added Products** - This category includes products made of raw agricultural products that have been processed or any whose sale a government agency regulates. Examples are jams, jellies, sauces, oils, vinegars, baked goods, molasses, cider and picked-out nuts. Sellers must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels and take the ServSafe course within 30 days of their first market. Ready-to-eat and hot food vendors must take the ServSafe course and be in the process of obtaining required licenses. The WBFM Management may request product(s) be provided for inspection as well as a kitchen inspection. Please see 5.A for more details.

**C. Arts and Crafts** - Arts and Crafts must be handcrafted by the vendor, be original and exhibit a high level of quality and design, as determined by the Advisory Council. Arts and Crafts will be reviewed by the Advisory Council to ensure they are in line with stated values of the WBFM. Products not allowed include those made from kit assembly and direct resale of commercially available products. Examples of allowed items include, handmade soap, handcrafted furniture, other garden related products, pottery and similar items. Reformulating or repackaging of commercially prepared products or bases must demonstrate significant added value in order to be allowed.

**D. Meat and Other Animal Products** - This category includes meats, poultry, milk, cheese, eggs, farm-raised fish, honey, wool, leather, and other products derived from animals.

Vendors must abide by all applicable federal, state and local regulations and inspection regimes. In addition, they must adhere to federal or state guidelines on all labels. No live animals may be sold at the market.

**E. Displays and Samples** - Food products can be cut, opened and displayed at the market if properly wrapped. Displays and samples cannot be sold. Samples may be given to customers in accordance with all applicable Health Department regulations.

## **5. ADDITIONAL REQUIREMENTS: VALUE-ADDED FOOD PURVEYORS**

**A. Approved Products** - Products categorized under value-added include, Jams, Jellies, Preserves, Breads, Fruit Pies, Cakes, Cookies, Candies, Confections, Dry Herbs, Seasonings, Mixtures, Vinegars/Flavored Vinegars, Cereals, Trail Mixes, Granola, Coated or Uncoated Nuts, Popcorn, Popcorn Balls, Cotton Candy, Dried Fruits.

**B. Admittance** - Vendors will be admitted into the market following completion of an approved food safety course and kitchen inspection by the WBFM Manager.

**C. Kitchen Inspection** - Value-added producers must complete a kitchen inspection prior to admittance into the WBFM. The WB Farmers Market Manager will contact the vendor after the application is received to schedule the inspection.

**D. Labeling** - In accordance with the Cottage Food Industry Act, all Value-Added Food Products must have the following on their label,

- Business Name of the cottage food operation;
- The common name of the product;
- Ingredients listed in descending order of predominance by weight;
- The net weight or volume of the product;
- Allergen labeling following FDA requirements;
- Nutritional information if a nutritional claim is made.

## **6. PRICING**

**A. Pricing** - Each vendor may set his or her own prices, Prices should be set in keeping with customer satisfaction and consideration of other market vendors and the community at large.

**B. Grievances** - Any grievance regarding the actions or prices of the other vendors should not be directed to the vendor in question. The initial grievance should be reported to the Market Manager who will bring it to the attention of the Advisory Council. The Council will determine if a special meeting needs to be called to settle the grievance.

**C.** Each vendor is encouraged to provide scales of demonstrative accuracy, display racks or tables, sacks, money for change, and post prices in full view of the consuming public with lettering and signs being limited to the individual booth space.

## 7. SATURDAY MARKET OPERATION

**A. Schedule** - The West Broad Farmers Market will be open for sales every Saturday of the month from April 29, 2017 to December 16, 2017, from 9 a.m. to 1 p.m., at 1573 W. Broad St. Athens, GA 30601. The market will be held rain or shine; but, in the event of severe, violent weather the market will be canceled. A decision to cancel the market will be made by 7:00 a.m. the morning of the market. It is the responsibility of the vendor to check their preferred method of communication by 7:00 a.m.

**B. Space Assignments** - Space assignments shall be made by the Market Manager for each market day. The Market Manager may require a vendor to move from one space to another at any time for any reason.

**C. Additional Spaces** - If a current vendor desires one additional space for a specified Saturday market, the vendor will be charged an additional fee of \$10 (\$10 for each booth they use). All such requests should be made through the Market Manager and presented to the Advisory Council for approval. The Market Manager may grant additional space the day of the market on a case-by-case basis.

**D. Subleasing** - The sublease, sale or loan of a vendor's space to anyone other than the vendor or his/her identified representatives is prohibited.

**E. Saturday Vendor Arrival** - Approved vendors with annual spaces must arrive at the market no later than 8:30 a.m. on Saturday or must have informed the Market Manager by 5:00 p.m. the night before that they will not attend. Vendors who arrive after 8:30 will not be allowed to set up, as this disrupts the timely opening of the market.

*Vendors who do not notify the market manager the night before the market that they will not attend, or do not attend without good cause more than twice, will not be allowed to attend the subsequent market date. If this sanction is required more than once, the vendor's membership may be revoked at the discretion of the Advisory Council.*

**F. Unoccupied Spaces** - At 8:30 a.m., reserved spaces that will be unoccupied for the day will be available for trade (of vendor space) by the Market Manager to qualified or daily vendors.

**G. Tents** - The Market Manager will assign vendor location on a first-come, first-serve basis. Vendors are responsible for their own site set-up and breakdown. Tents, tables and umbrellas should be clean, in good repair and present a visually pleasing look to the market. ***WHEN POSSIBLE, the Market Manager will instruct volunteers to help vendors set up tents and tables. This is a service - one aspect of vendor support - that may not always be possible but that the market works hard to provide. Vendors should be prepared to set up and take down tents and tables if necessary. A failure to properly break down a booth could result in sanctions by the advisory council.***

**H. Stall Appearance** - It is the responsibility of individual vendors to maintain a clean and healthful condition within their assigned area and to leave that area free of debris. All vendors are required to have a tablecloth, labels for products and ingredients, and labels for pricing. Products should be displayed in an attractive manner. Vendors should have a clearly visible sign designating the name of their farm/business.

**I. Behavior** - Inappropriate language or behavior, profanity, or other harassment or abuse by a vendor or participant toward another vendor or participant, employee, or patron of the market is grounds for immediate and permanent expulsion from the market. It is recommended that vendors do not leave their booth for more than 10 minutes without contacting the market staff. If market staff are not notified, the Market Manager, West Broad Farmers Market staff and volunteers, Athens Land Trust staff, and Athens Land Trust organization are not liable for any products lost, stolen, or damaged.

**J. Non-Allowable Substances** - Vendors and patrons will not be allowed to smoke, use alcohol and/or play loud music in the vicinity of the market.

**K. Pets** - No pets are permitted in the market area except service animals.

## **9. VIOLATION(S) OF VENDOR RULES**

**A.** Vendors may sell only their own products as per the Operating Policies of the WBFM. The resale of any products that are not grown or produced by the vendor is strictly forbidden. Violators of this rule will be expelled from the market without refund of any fees. Vendors wishing to return to the market following expulsion must apply to the Advisory Council for re-admittance.

**B.** The market manager reserves the right to inspect any vendor's farm by appointment. This may include random inspections. The primary purpose of a farm inspection will be to determine whether the vendor is in fact producing all that he or she is selling at the market and is following natural and sustainable guidelines. Upon notification, the vendor must make all production areas available within three (3) days.

*Refusal to allow inspection is grounds for indefinite suspension. A decision regarding the inspection must be rendered six (6) days from completion of inspection.*

**C.** The Market Manager has on-site authority to enforce all Rules and any contractual or legal obligations WBFM has entered into. This may include, but is not limited to, requirements for membership, site insurance established by Georgia State Farmers' Market Association, and any other requirements established by federal, state and local regulatory agencies. During Market hours or within one hour of market opening and closing, the Market Manager may convene an ad-hoc Rules Committee [consisting of three Advisory Council Members] to interpret Market Rules in relation to a specific situation. The Market Manager, Athens Land Trust staff, and Athens Land Trust organization are not liable for any products lost, stolen, or damaged before, during, or after the market.

**D.** WBFM reserves the right to cancel the privileges of any member who in the opinion of

the Advisory Council has violated the rules governing the market. Fees will not be refunded.

## **10. TAXES**

The WBFM and its Advisory Council are not responsible for product liability or the paying of sales taxes for individual vendors.

