



Operational Guidelines

Main Street Farmers' Market

Statesboro, Georgia

2010 Market Season

The Main Street Farmers Market provides a direct market for farmers, growers, producers and artisans for their products to help sustain the regional agriculture economy. The MSFM also promotes education of the community emphasizing the correlation between food choices and the impact they have on general health and the environment.

1) Time and Place - Market times and location will be announced each year. The Main Street Farmers Market will begin the 2010 season on April 3rd and run through November 20th. The location will be the Downtown Statesboro Sea Island Bank Parking area. The market hours are Saturdays from 9:00 a.m. to 1:00 p.m.

2) Definition of Local - As defined by the Main Street Farmers Market, local is any produce, craft or other item grown or made in Bulloch County or any of its contiguous counties (Candler, Screven, Jenkins, Evans, Bryan, Emanuel, and Effingham).

3) Vendors - All vendors must submit an application to the Main Street Farmers Market in accordance with section 7 below.

a) **Farm Vendors:** The Main Street Farmers Market strives to be a local producers-only market. By selling at the Main Street Farmers Market the vendor assures that she/he is the primary grower of the produce being sold or that the produce being sold is grown in an area defined by the Main Street Farmers Market Board as "local" (see section 2) Vendors wishing to offer samples must adhere to all appropriate state regulations. No wholesale brokers are allowed. Farm vendors must agree to allow a farm inspection by the Main Street Farmers Market Board if requested.

b) **Art/Craft vendors:** The Main Street Farmers Market strives to provide a venue for locally made crafts that are well conceived, expertly executed, and hand made by the artist. Craft vendors must submit an application to the Main Street Farmers Market Board in accordance with section 4 (b) and section 7, below. The craft vendor applicant must be local (see section 2) and the applicant must make her/his own craft items. The first priority will be given to crafts which feature materials which are found naturally in our region. Craft vendors must agree to allow the Board of the Main Street Farmers Market to inspect their facilities if requested.

c) **Food Vendors:** The Main Street Farmers Market strives to showcase food made from local ingredients and made by local vendors. Food vendors must submit a food vendor application to the Main Street Farmers Market Board in accordance with section 4 (c) and section 7, below. The food vendor applicant must be local (see section 2) and the applicant must make her/his own food items. All food vendors must maintain appropriate Health Department certification and

adhere to all local, state, and federal laws regarding food safety and have permits available. All prepared food processor facilities must comply with Bulloch County Health Department regulations.

4) What can be sold-

a) **Produce:** The strong preference of the Main Street Farmers Market is that local produce be seasonal food grown within Bulloch County or any of its contiguous counties (see section 2). However, if a farmer outside the area defined in section 2 deems it economically feasible to travel some greater distance with her/his own produce, that produce may be considered eligible for sale. As with all vendors to the Main Street Farmers Market, an application (see section 7) must be submitted and reviewed by the Main Street Farmers Market Board.

The sale of meats, eggs, dairy, organic items from growers without organic certification and low acid/acidified foods such as canned vegetables, salsas, pickles, etc., are subject to specific federal and state regulations. Vendors are responsible for ensuring their products meet all federal, state, and local regulations.

b) **Crafts:** Local crafts are works that are well conceived, expertly executed, and made by hand by the artist from within Bulloch County or any of its contiguous counties (see section 2). However, if an artisan outside the area defined in section 2 deems it economically feasible to travel some greater distance with her/his own craft items, those items may be considered eligible for sale. As with all vendors to the Main Street Farmers Market, an application (see section 7) must be submitted and reviewed by the Main Street Farmers Market Board. A sample of the craft or high-quality photograph of the craft the vendor plans to sell must accompany the application. No applications will be considered without a sample or photograph. Categories of crafts include but are not limited to basketry, jewelry, leather, metal, mixed media, needlework, wearable, wood, painting, calligraphy, photography, candles, soap, dried flowers, boxes, bottles.

c) **Food:** The Main Street Farmers Market encourages local food vendors to sell wholesome, healthy foods using fresh ingredients while minimizing disposable containers and wrappers. Foods sold should highlight regional produce/products and seasonal ingredients. Local vendor is defined as within Bulloch County or any of its contiguous counties (see section 2 above). However, if a food vendor outside the area defined in section 2 deems it economically feasible to travel some greater distance with her/his own food items it may be considered eligible for sale. As with all vendors at the Main Street Farmers Market, an application (see section 7) must be submitted and reviewed by the Main Street Farmers Market Food Purveyor Committee. A limited amount of prepared foods may be approved for sale and should feature current, seasonal ingredients which are sold at the market. Food vendors must comply with all federal, state, and local regulations and must submit proof of certifications upon request.

5) General Market Operation-

a) **Space Allocation:** Vendors will be pre-assigned spaces at the time their application is approved.

b) **Set-up and check-in:** All vendors must be set up by 9:00 a.m. and must check-in with the Market Manager before selling.

c) **Take-down:** Vendors will remain until the market is over (1:00 p.m.) and cannot begin take down of their booths until that time. If a vendor sells out, they should display a sign indicating “sold out.”

d) **Clean-up:** Vendors are required to keep their areas clean during the Market and to clean up their areas when the Market is over.

e) **Pets:** Pets on a leash will be allowed at the Market under the supervision of an adult. Owners are responsible for their pet’s hygiene and behavior. Vendors and pet owners are responsible to make certain that animals do not come into contact with food being sold.

f) **Parking:** Vehicles which are not in use for the sale or display of produce and food products must be parked outside of the market area. Crafts and Food Purveyors may not sell from their vehicles.

g) **Signage and displays:** Vendors should plan an attractive and inviting display of their products. Vendors are **required** to have tables, tents, and signs used for their display. No products may be displayed on the ground unless in an appropriate container. Signs should be displayed to identify products, price, identification of the farm/farmer, and origin of products. Certified organic products may be labeled as such with appropriate documentation available.

h) **Smoking:** The Main Street Farmers Market is a smoke free environment.

6) **EBT** – The Main Street Farmers Market is an approved site for EBT. If a purchase is made with EBT, the vendor will receive tokens which will be returned to the Market Manager at the end of each market. The vendor will be reimbursed at the next market.

7) **Application process** – All potential market vendors (produce, crafts, and food) must submit a complete application and applicable fees (see section 8 below) to the Downtown Statesboro Development Authority office no later than one week before the market in which the vendor intends to participate. The Main Street Farmers Market Recruitment Committee and/or Crafts Committee, and Food Purveyor Committee will respectively review and approve or deny the application based on conformance to the rules outlined herein and will notify the vendor of the disposition of the application within one week of the submittal. There is no guarantee the application will be processed any sooner than one week. Vendors are encouraged to submit their applications well in advance of the market they plan to attend to ensure their application will have sufficient time to be processed. If approved, the application will allow the vendor to participate in the Main Street Farmers Market for the rest of the season without the necessity of re-submittal. If denied, the vendor will be notified.

8) **Fees** A membership fee of \$50 will be charged to join the Main Street Farmers Market. This fee entitles members to receive first priority space assignments based on seniority, to be eligible for voting rights as a member and to be nominated for a position on the Advisory Board. The fee is not paid until the applicant has been notified of approval but must be paid BEFORE participation in the market.

a) Space fees will be \$10 per market and will be collected by the Market Manager on the day of the Market. Fees for ½ spaces will be five dollars. Payment of space fees entitles the vendor to an assigned space and all of the benefits of the market.

b. A vendor may choose to pay for a full season in advance (before the opening date of the season) and would receive a 10% discount for full space and a 5% discount for ½ space.

c. Vendors are expected to be at the markets on the days that they indicate on the application. If they cannot come, it is their responsibility to contact the market manager at least 24 hours in advance. If a vendor misses more than two market days without notification, they will lose their space and be reassigned to whatever space is available when they next return.

d. If a new vendor does not want to join the Market by paying the \$50 membership fee, they may attend a maximum of two markets for which they will pay \$15 for a full space or \$7.50 for ½ space. To continue participation in the market they must pay the \$50 membership fee.

9) Enforcement process – Main Street Farmers Market vendors are expected to abide by regulations established for the Market. The Main Street Farmers Market Board, Market Manager, or her/his designee, individually or collectively, may enforce said regulations. Vendors agree that violation of any regulation which is called to a vendor's attention will be rectified in a manner prescribed by the Market Manager or designee.

Violation(s) of any Market rule(s) should be reported to the Market Manager or designee, and vendors or members of the public are discouraged from addressing violations directly with the offending vendor. The Market Manager or designee will address the violation verbally with the offending vendor as soon as reasonably possible, and will offer the opportunity to remediate the stated violation. Failure to remediate the violation within an appropriate period of time, which is determined by the Market Manager or designee, may result in the loss of the right to participate in the Market. Should loss of privileges occur, the offending vendor may be asked to vacate the Market premises immediately, or as soon as feasibly possible. The Market Manager or designee should at all times attempt to have another Market Board member present when confronting an offending vendor, to witness the exchange.

Penalties will be assessed based upon the severity of the violation. A minor violation may be addressed by having the offending product or behavior immediately corrected, without further penalty. More serious violations, or repeat violations, may result in removal from the Market at which the violation is occurring. Chronic or serious violation of regulations may result in the revocation of the right to attend multiple markets or in permanent removal of Market participation privileges as determined by the Main Street Farmers Market Board. For any violation of Market rules, a written notice of the violation will be mailed or hand-delivered to the violator.

Vendors, members of the public, and/or customers attending the Market are expected to act as one would reasonably find acceptable in a public place. Those displaying offensive, abusive, illegal, or otherwise disruptive behavior may be asked to leave the Market premises by the Market Manager or designee. Disruptive behavior may include, but is not limited to, smoking, consumption of alcoholic beverages, public intoxication, display or possession of lewd or pornographic material, unruly and/or

dangerous pets, loud or offensive noise, profanity, or any activity which violates federal, state, or local laws or statutes. Local authorities may be called upon to help resolve any issues.

Any notice of violation of the Main Street Farmers Market regulations may be appealed by formal letter to the Main Street Farmers Market Board.

10) Federal, State, and Local Law Compliance – It is the responsibility of the Main Street Farmers Market vendors and other market participants to know and follow all applicable federal, state, and local laws and regulations.

11) Hold harmless and indemnification – Main Street Farmers Market vendors and other participants agree to take part in the market at their own risk and will not hold the Market, its directors, officers, agents, employees, sponsors or site owners responsible for any legal or financial liability resulting in the participation thereof.

12) Notice of Change to these Rules and Procedures – These rules and operational procedures are subject to change at the discretion of the Main Street Farmers Market Board after notification at least one week prior to the implementation of any new rules.