

Winter Farmers' Market 2011-2012 Season Rules & Policies

MARKET MISSION

The mission of the Winter Farmers' Market (WFM) is to support local agriculture by providing a viable winter-season direct market outlet while building community and promoting regional sustainability.

STRUCTURE

Market policies and procedures are set by a volunteer WFM Steering Committee made up of vendors, POS members, community members and market manager(s). Working collaboratively, we seek to create a successful, vibrant indoor market that contributes to the local economy and the downtown community.

MARKET OPERATION DATES & TIMES

- The market will operate every Saturday from 10:00 AM to 2:00 PM at the River Garden, 153 Main St. Brattleboro, VT. Specific December markets will extend to 3 pm for holiday shopping. All vendors are required to be present during the hours of operation.
- There will be 22 weekly markets in the 2011/2012 WFM season – every Saturday from November 5, 2011 through March 31, 2012 including *Christmas Eve Day & New Year's Eve Day*.

APPLICATION POLICIES

- **APPLICATION DEADLINE - SEPTEMBER 1, 2011.**
- A completed application for the season is required from each vendor and should include a \$10 *nonrefundable* application fee and booth fee deposit for new and daily vendors. See fees below.
- Applications must include a complete list of products to be sold at the market. Any changes to that list must be approved by the market management and/or juried as required (see below). *All value-added and non-ag items to be sold at the WFM must be approved by the jury committee.*
- **WFM Application Acceptance Policy**
In keeping with the Winter Farmer's Market mission of providing a viable year-round market for local products, the WFM will give preference to vendors from Cheshire and Windham Counties. The following policies apply to all vendors in good standing*.
- First preference is given to returning agriculture vendors and our founding vendors** who apply by the above deadline.
 - Other applications postmarked **prior to deadline** will be considered as follows:
 - new ag vendors
 - returning full season non-ag vendors
 - returning holiday season non-ag vendors
 - new full season non-ag vendors,
 - new holiday season non-ag vendors
 - Postmarked after deadline:
 - ag vendor applications
 - all other vendor applications.

(Note: Returning vendors are those who participated in the 2010/2011 season and are considered by # of consecutive years at market)

* (Vendor in good standing: comply with all market rules and policies, positively represent the WFM, treat other vendors, customers and market staff with respect.)

** (Founding Vendors: Committed seasonal vendors at WFM since opening in 2006)

VENDOR FEES

- Booth fees and commission collected from all vendors will cover rent, insurance, advertising, supplies, manager stipends, music and other general costs of operating the market.
- Vendors may apply as **Full Season**-booth fee of \$395 with a guaranteed space at all 22 markets from Nov through Mar, as **Holiday Season**-booth fee of \$200 with guaranteed space at 9 markets from Nov through Dec 31, 2011, or as **Winter Season**-booth fee of \$195 with guaranteed space at 13 markets from Jan through Mar 31, 2012.
- Reserved Booth Fees can be paid in full on or before opening day, or in 2 equal installments as follows: first half due on or before opening day, second half due on Dec 3 for Holiday Season vendors, Jan 7 for Full Season & Winter Season vendors.
- Day vendor applications received by deadline with specific date requests will get preference for daily spaces as space allows and/or as dictated by policies related to market saturation. Daily booth fee will be \$32 for Nov-Dec markets. Day vendors must inform the manager at least 1 week in advance of each market in which they would like to participate. Site assignments will be given at arrival on market day. (Note: Daily booth fees will be \$20 for Jan-Mar markets.)
- **All New & Daily Vendors** – Send application with \$50 deposit (to be applied to your booth fees).
- All vendors will pay 4% commission on their total daily sales along with any booth fee due at the close of each market. All vendors must report gross sales figures at the close of each market. Vendors are responsible for reporting and paying any Vermont state sales tax due.
- Storage space is available in the RG basement. Any vendor wishing to utilize it must pay an additional \$10 for the season to help off set cost of this service. (WFM pays \$120/month for storage.)
- There will be no refunds of pre-paid booth fees unless an application is not accepted for the market due to space, jury or market saturation considerations. Extenuating circumstances can be appealed to the WFM Steering Committee.

VENDOR WORK REQUIREMENT

- Each vendor must complete 2 work duty days either by: **1.)** assisting with the opening **and** closing of the market for *two market days*; **2.)** organizing a special event for a Jan-Mar market; **3.)** doing other tasks as directed by manager; **4.)** serving as an active participant on the WFM Steering Committee, Sustainability Committee or Jury Committees.
- All vendors accepted for the market must include a separate \$25 work duty deposit. *The \$25 deposit will be returned at the end of the season provided that the vendor has fulfilled their work duty.* If the work duty is not completed the WFM will deposit the \$25 at the end of the season.

SPACES

- The River Garden can hold approximately 32 vendors given equal space of approx 8 feet by 5 feet. All space assignments are at the discretion of the market manager keeping in mind particular needs of vendors such as access to electricity, the placement of the food court, and efforts to give Full Season vendors the same location. First consideration will be given to Ag and returning senior vendors. The Market Manager(s) will make all decisions about space assignments.
- Ag Vendors may opt to "rent" up to 1 additional booth space as available to accommodate needed display space when there is an abundance of produce to bring to market. Decisions on extra space will be made by Steering Committee with regard to market mix.
- Each vendor is responsible for sweeping/cleaning their booth area & removing corner tape after breakdown.
- Shared Booths and Half Spaces - Smaller vendors may team up to share a single booth, or rent a half space (4 feet X 5 feet). For shared booths, each vendor must complete a separate market application and fulfill the vendor work duty requirement. This option provides affordable market access to small vendors and allows for a greater mix of vendors and products within a limited space.

OPENING & CLOSING/USE OF RESERVED PARKING NEAR THE RIVER GARDEN

- Vendors can arrive for set up at 8:30 AM, and must be ready for customers by 10 AM.
- Limited parking is available for unloading. Vendors need to quickly unload vehicles, move to nearby bank parking lot and **THEN** return to set up their booth. The reverse applies at the end of the market. Vendors must break down their booth and have all materials packed up and ready to load, **THEN** add name to the parking queue sign up sheet at door and **WAIT** to be called for the next available space.

ABSENCES

- Empty spaces at the market detract from the quality of the market. Therefore, all seasonal vendors must notify the manager at least 24 hours in advance if they will not be present at market.
- Day vendors who reserved a space and do not show up must pay the \$30 booth fee or lose future vending privileges.

WINTER WEATHER CANCELLATION POLICY

While it is our goal to open the market every week as scheduled, the WFM may be cancelled in the event of severe winter weather that poses a safety risk to vendors, customers and market staff.

- The decision will be made by the manager(s) between 6-6:30 am on the day of the market. An email blast will go out to all vendors and a phone tree will be set-up to notify vendors ASAP. Announcements will also be sent to local radio stations (WKVT, WTSA, WRSI) and posted on-line on the POS calendar and the ibrattleboro site.
- All vendors but especially those with perishable goods should stay tuned to the weather and make their own decision as to advance preparations. Inclement weather is an inherent risk for a winter season market.
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MARKET CRITERIA & PRODUCT REQUIREMENTS

- The WFM is a **Producers-only Market**, meaning that all products sold must be grown, produced or made by the vendor.
- Each vendor is responsible for adhering to any applicable state or federal regulations regarding handling, licensing, permitting, and inspection of prepared foods, meats, eggs and dairy items. Any vendor selling products by weight must use scales capable of being inspected and certified as accurate.
- AG vendors are asked to indicate on their application the number of acres in cultivation. This information is requested as a condition of grant funders who support the market.

- **Value Added Products**

Must be either made by the vendor, or made by another party using materials produced by the vendor if the vendor is legally or financially prohibited from making the product themselves.

- **Prepared Foods**

In moving closer to the Post Oil Solutions vision of being a sustainable community that can locally feed itself, the WFM implements these guidelines consistent with our core mission:

- All prepared food vendors and bakers will be evaluated based upon their ability to include locally grown or produced ingredients in their products.
- All prepared food vendors are required to display signs (provided by the WFM) identifying the local ingredients and listing sources.
- Any shelf-stable products (e.g., pickled items, jams, sauces, condiments, etc.) must feature locally grown ingredients.
- The WFM Sustainability Committee will work with all prepared food vendors to help them source more locally grown/produced ingredients and become increasingly environmentally responsible (i.e. reduce use of disposable serving dishes and utensils).
- We recognize the limitations in sourcing locally grown grains, or a wide variety of local produce in the late winter months in our region, yet each year, more and more locally

grown food is available year round. Therefore, we require that all food vendors participating in the WFM be willing to embrace the vision and continually work toward seasonal menus and products that emphasize/feature locally grown food.

- Vendors need to use food preparations appropriate to the indoor environment of the River Garden. No open flame cooking is allowed. Sterno can be used for keeping food warm.
- Vendors must ensure that all electrical appliances are in good working condition to minimize risk of disruption to the River Garden electrical system.
- Vendors should bring their own extension cord for accessing one of the limited power outlets in the River Garden.

- **Crafts**

- In keeping with the mission of this market to promote regional sustainability, preference will be given to craft/artisan vendors involved with the traditional crafts (i.e., spinning, weaving, blacksmithing, soap & candle making, pottery, etc.) that impart knowledge, skills and/or goods needed in a local sustainable community.
- Items must be produced by the crafter (i.e., studio, workshop or homemade items) and utilize local agricultural or other materials wherever possible. Flea market items, used clothing, antiques, or "crafts from kits", etc. will not be allowed.

JURY POLICIES

- All non-ag and value-added products sold at market must be juried.
- Any vendors/items juried and accepted for the WFM 2010/2011 market season do not need to be re-juried.
- New WFM vendors or returning vendors with new products will need to present their items for jury at 5:00 pm on Wednesday October 5, 2011 at the River Garden.
- Any vendors applying after the jury process, or wishing to offer new products during the market season, can have these products reviewed by the jury committee at the close of market on the following dates (Nov 13, Jan 7, Feb 4, Mar 4). Be sure to bring items to the manager by noon.

Criteria for Jury Process of Prepared Foods and Craft Items

Prepared Foods:

Good quality
* Uses Available Local Ingredients
Attractively presented
Packaging - recyclable, low impact NO Styrofoam,
Different from other items at market
Is item appropriate for a farmers market

Crafts:

Quality Workmanship
Attractive (aesthetic)
Use of Local Raw Materials if available
Durable & Functional
Represents a Traditional Craft
Different from other items at market
Is item appropriate for a farmers market

* Refer to Prepared Food Guidelines above

All decisions regarding market acceptance and space assignment are at the discretion of the WFM Market Manager and Steering Committee. The Steering Committee reserves the right to make changes to the above rules and policies as needed for the benefit of the WFM.

Specific questions related to **JURYING ONLY** can be directed to Susan Dunning at (802) 228-3230.

Send all other general questions/inquiries to farmersmarket@postsoilsolutions.org or call Sherry Maher at (802) 869-2141.