

Putney Farmers' Market Inc.
2021 Winter Policies and Procedures

Market Mission

The Putney Farmers' Market Inc. (PFM) is a non-profit organization whose mission is to build community and regional sustainability by providing a means of connecting local producers of agricultural products, prepared foods and crafts, with customers, for the benefit of both producers and consumers.

Governance

Market policies and procedures are set by the Board of Directors (BoD), made of vendors, and the Market Manger. All decisions regarding market acceptance and space assignment are at the discretion of the BoD and Manager.

Membership Eligibility

- Membership is extended to any person age 18 or older who is interested in furthering the goals of the market, and is willing to follow the rules of the market.

- Membership is annual, and can be renewed by members in good standing (compliance with the PFM mission and rules) or initiated by new members, by returning the application form with application fee.

- Membership does not guarantee acceptance to the market.

Applications

The application will be available online at www.putneyfarmersmarket.org
Completed applications must be sent to the Putney Farmers' Market Inc. P.O. Box 428, Putney, VT 05346. All vendors are required to complete and return an application for approval before vending at the market. A non-refundable application fee must be included with the application to be considered for membership.

Acceptance

- Returning vendors will be given priority.
- New vendors will be admitted as space allows.
- All new non-agricultural vendor applicants will be juried by the BoD before being accepted to the market.

- All returning vendors with new non-agricultural products will be juried by the BoD before new products will be accepted for sale at the market.
- In accordance with Federal, State and US Department of Agriculture policy, the Putney Farmers' Market does not discriminate on the basis of race, color, national origin, age, disability, religion, sex, sexual orientation, gender identity, and marital status.

Vendor Options

Full season vendors attend all 5 Sundays from November 21 & 28, December 5, 12 & 19.

Daily vendors attend whichever Sundays they are able to commit to.

Substitutes will be notified asap and offered space as available.

Vendor Fees

Fees collected from all vendors will be used to cover rent, insurance, music, manager salary, marketing, supplies, signage and other general costs of operating the market.

The fees for the 2021 season are:

- All vendors pay non refundable **\$15 application fee**, which must be mailed with application (*Vendors who participated in the 2021 Summer season must apply to be in the Winter market, however no additional application fee is required.*)

Full season vendors (all 5 weeks): paid in full at the start of the season.

8' space **\$100 booth fee** (\$20/day)

Daily vendors: paid each day of attendance at the close of day

8' booth **\$25/day** booth fee

- All vendors pay a **5% gross sales commission** at the close of each market day

Spaces

- All booths will be marked with tape on the floor. Vendors must stay completely within the bounds assigned. Signage etc. is not allowed in the aisles
- Aisles must remain clear
- No more than two vendors may share the same booth

- The Market Manager will assign spaces, with feedback from the BoD
- Daily vendors will be assigned space on a first come, first serve basis
- Vendors are responsible for all of their own set up materials, including tables
- There is limited access to electricity. Please specify if you are requesting access and note that you will be required to bring your own extension cord & tape to secure it safely to the floor.

Dates and Times

The market will operate RAIN OR SHINE, Sundays, 11AM - 2PM. Every effort should be made by vendors to attend all market days they have committed to. Consistent vendor attendance benefits individual vendors and the market as a whole.

Absences

Empty spaces at the Market are a detriment to fellow vendors as well as a missed opportunity for substitute vendors on the waiting list. Therefore, all vendors must notify the market as soon as possible if they cannot be present. **Failure to notify within 24 hours of a market will result in a \$10 penalty fee.**

Daily vendors who have requested space for a specific market and are absent without notification will also have to pay the \$10 penalty fee before being able to participate at a subsequent market.

Failure to notify the manager of lateness or absence on a consistent basis will result in reevaluation of that vendor's right to sell, as per the BoD discretion.

Cancellation

Our policy is not to close markets due to weather unless we determine that it will be unsafe for vendors and attendees. In the event of severe weather which makes it potentially dangerous to travel, **we will cancel no later than 6AM on the market day.** Vendors will be notified by email, all who do not confirm receipt of notice will be called. *Announcements regarding market closures, time changes or other weather-related updates will be posted on our website, and on our Facebook and Instagram accounts.*

Market Day (more detailed info will be sent prior to start of market season)

- All vendors must be set-up and ready to vend by 10:45 AM.
- All vendors are expected to be at the market when it opens and stay until it closes.
- Due to space limitations, all vendors will need to park their vehicles away from the market site after unloading their supplies.
- The Market will provide a trash receptacle. We strongly encourage the use of eco-friendly disposables.
- Vendors may not hawk their products at market.
- Please leave pets at home, all market visitors will also be asked to do so.
- Smoking of any type, at all times, anywhere on market grounds is prohibited for vendors and members of the public.

Product Criteria

- The PFM is a retail, producers-only market, meaning that all products sold must be grown or made by the vendor. One exception is farm promotional materials, such as t-shirts and canvas bags depicting the farm logo. These items will be acceptable, as they are in alignment with the mission of the market to support and promote local farms.
- In accordance with our goals of local community building, preference will be given to producers from Windham and Cheshire counties.
- Wholesale vending of produce is prohibited at the PFM.
- The BoD will limit vendors of a particular product if they deem the supply of that product to be more than adequate so as to prevent saturation.
- All new non-agricultural products must be approved in a jury before being sold at market. A jury will be held before the market season, and can also be made by appointment throughout the season.

Jury will be held on Sunday, October 10 th, at 2:30PM, at 8 Carol Brown Way, across from the Putney Food Coop

Jury Process

After your application is received, you will be contacted by the PFM Manager to discuss the next steps towards the jury process.

For the jury, you need to bring a representative sampling of the products you intend to sell at market. Please include any information which addresses jury criteria such as how your product is made, who makes it, where it is made, your ingredients/materials sourcing, as well as anything else you feel the BoD should know about you, your process, and/or your product. Please also address issues of packaging and labeling, especially of prepared food products.

Jury Criteria:

1. Quality products and workmanship
2. Different from other items at market
3. Appropriate for market
4. Use of local ingredients/materials when feasible
5. Packaging (preferably recyclable, low impact)
6. Less processed wholesome prepared foods and value-added products

After the jury, the BoD will make its decisions, and you will be contacted by the Manager to learn the status of your application to the market.

Insurance and Legal Compliance

- It is the responsibility of the vendor to ensure that all products be made and sold in accordance with state and federal laws including collection of any Vermont sales tax.
- **All vendors are responsible for carrying their own individual liability insurance and list the Putney Farmers' Market, Inc. as additionally insured. Vendors must submit proof of policy before selling at the PFM.**

- All scales used in the sale of products at the PFM must pass Vermont state inspection annually.

Market Objective

To create a vibrant, welcoming market experience for all members and visitors, PFM will strive for a well promoted and comfortable marketplace. Disputes between vendors, or vendors and customers need to be brought to the attention of the Market Manager, who will bring in the BoD if/when necessary. Discourtesy to patrons or other vendors is prohibited.

Questions can be directed to the Manager by e-mail at Putneyfarmersmarket@gmail.com

Our mailing address:

Putney Farmers' Market

PO Box 428

Putney VT 05346

Our website: www.putneyfarmersmarket.org

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