

PFM Policies and Procedures, Summer 2022

Market Mission

The Putney Farmers' Market (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), which is comprised of six vendors, and the Market Manager who implements the decisions made by the BoD. All decisions regarding market guidelines, vendor acceptance and space assignment are at the discretion of the BoD and Manager.

Vendor Eligibility

Vendor eligibility 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. In accordance with our goals of local community-building, preference will be given to producers from Windham and Cheshire counties.

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

Nonprofit entities will be considered on an individual basis by the BoD.

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.

Applications

The application will be available online at www.putneyfarmersmarket.org All prospective 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.

Vendor Options

- *Online Pre-order/ Pick-up* vendors.
- *Full-season* vendors reserve space all season long (may participate in pre-order as well).
- *Half-season* vendors reserve space in one of 3 categories: first half-season; second half-season; or every other week, all season long.
- *Daily vendors* request space in one market at a time, and should contact the Manager at putneyfarmersmarket@gmail.com no later than Thursday before the market they wish to attend (72 hours notice).

- *A local non-profit organization* may operate a fundraising or information booth at no charge, by pre-arrangement and at the discretion of the BoD. They should make their request at putneyfarmersmarket@gmail.com with at least one week's notice. Raffle items may be exempted from market criteria by the BoD.

Vendor Fees

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

The fees for the 2022 Summer Season are:

- *All vendors* pay a non-refundable \$25 Application fee, which must be mailed with application.
- *Online Pre-order/ Pick-up vendors*: additional \$10 application fee, which must be mailed with application.
- *Full-season vendors*: \$200 paid in full at the start of season.
- *Half-season vendors*: \$120 paid at the start of the half season.
- *Daily vendors*: \$15/day paid each day of attendance at the end of market day.
- *All vendors* pay a 5% commission on sales at the close of each market day.

Booth Spaces

All booths will be 10'X10'. Full and half season vendors can purchase up to two booth spaces per week if extra space is needed. (Daily vendors are restricted to one booth space.) 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 tents, tables, spacers, stakes and weights.

All tents and canopies must be adequately anchored and weighted to reduce the risk of being moved by the wind.

There is no access to electricity at the market site, but there is a communal water line at the corner of the lunch tent.

Dates and Times of Operation

- The **Pre-order Pick-up market** will operate RAIN OR SHINE, Sundays from 11AM - noon from May 29 - Oct. 9 at the big yellow tent (across from Putney Food Coop).
- The **In-person market** will operate RAIN OR SHINE, Sundays from 11AM - 2PM, from May 29 - Oct. 9 across from the Putney Food Co-op

Absences

Consistent vendor attendance benefits individual vendors and the market as a whole.

Every effort should be made by vendors to attend all market days they have committed to. Empty spaces at the Market are a detriment to your fellow vendors and to the market. Therefore, all vendors must notify the Market within 24 hours of a market if they cannot be present. **Failure to notify 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, per BoD discretion.

Market Day Rules

ALL VENDORS MUST BE SET UP AND READY TO VEND BY 10:50am.

All Vendors must comply with our COVID guidelines based on the CDC and the Vermont Health Department recommendations.

All vendors must park their vehicles away from the market site after unloading their supplies. Parking is available at the Yellow Barn parking lot (the grassy lot next to the Putney Co-op).

The Market will provide a trash receptacle. Vendors are strongly encouraged to use eco-friendly disposables.

Vendors may not hawk their products at market.

Pets (except for registered service animals) are not allowed at the market.

Smoking of any type, at all times, anywhere on market grounds is prohibited for vendors and members of the public.

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. The PFM will strive to create a joyous and civil atmosphere, and provide vendors and visitors with the best possible market experience.

Market 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.

Wholesale vending 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 by a jury before being sold at market. A jury will be held before the market season, and as needed throughout the season.

Jury Process

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

For the jury, you need to present a sampling of the products you expect to sell at market. Please include any information that addresses jury criteria such as how your product is made, who makes it, where it is made, your ingredient/material sourcing. Include as well anything else you feel the BoD should know about you, your process, and/or your product. Products must be labeled in accordance with all state and federal regulations.

After the jury, the BoD will make its decisions, and the Manager will contact you regarding the status of your application to the market.

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
7. Durable craft products

Insurance and Legal Compliance

It is the responsibility of the vendor to ensure that all products are made and sold in accordance with state and federal laws, including collection of any Vermont sales tax.

The PFM does not carry product liability insurance.

All vendors are required to carry their own individual liability insurance and list the Putney Farmers Market, Inc. as additionally insured. Vendors must submit proof of insurance before selling at the PFM.

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

Market Objective

Together we will succeed by creating a vibrant, welcoming market experience for all vendors and visitors.

Questions can be directed to the Manager by email at putneyfarmersmarket@gmail.com

Our mailing address: **Putney Farmers Market**
PO Box 428
Putney VT 05346

Our website: www.putneyfarmersmarket.org

Our phone number: 802-387-0510

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