

GREENE FARMERS MARKET RULES AND REGULATIONS 2020

1. PURPOSE OF THE GREENE FARMERS MARKET—to provide a venue in downtown Stanardsville for agricultural vendors who sell Virginia products; to provide a community meeting place which showcases Virginia artists and businesses; and to promote economic development in Greene County.
2. SUPPORTING ACTIVITIES
 - a. Establish and operate a farmers market for the purpose of furnishing a market venue for local agricultural/horticultural producers, artisans, and craft persons.
 - b. Organize or participate in educational and other activities that promote the use of local fresh produce and horticultural products.
 - c. Organize or participate in activities that, in conjunction with the operation of the farmers' market, will encourage commerce and trade in Stanardsville and all of Greene County.
 - d. Conduct necessary research to further the development of the Market.
 - e. Provide a showcase for amateur and professional local musicians.
3. DATES OF OPERATION—each Saturday from April through October 31, 8:00 am - 12:00 pm.
4. LOCATION—Greene Commons, 40 Celt Road, behind the Greene County office building at the corner of Celt Road and Main Street in Stanardsville.
5. FARMERS' MARKET VENDORS
 - a. Set-up—Vendors must be completely self-contained and provide their own tables, chairs, tents, coolers, displays, etc. (Electricity is available on site when the Pavilion is completed.)
 - b. Farmers' Market vendors must be in assigned spaces before the starting time for each event.
 - c. Vendor vehicles cannot enter or leave the Market area during operation hours (8:00 am – 12:00 pm).
 - d. Each vendor is responsible for providing their own trash receptacle, and removing all garbage, waste or other refuse from the market.
6. SMOKING—the use of tobacco products (smoking, dipping, chewing, etc.) and vaping are prohibited in the Greene Commons area.
7. PETS—No pets except service animals are allowed in the market area.
8. MUSIC & ENTERTAINMENT will be scheduled and hired by the Market Manager; no free-lancing or busking is allowed.
9. PRODUCTS & PRODUCERS
 - a. Only Virginia producers may sell farm, food, or craft products at the Farmers Market.
 - b. At least 75% of the products offered for sale by the vendor must be grown or produced by the vendor or under the vendor's direction. The Market Manager, along with a VCE representative, reserves the right to inspect vendor production facilities for verification.
 - c. A farm or food product not grown or processed by the vendor must have been purchased directly from another farmer located in Virginia and identified with signage as from another farm.
 - d. Products allowed for sale
 - i. agricultural, horticultural, forestry or other products of the soil or water, including, but not limited to fruits, vegetables, herbs, spices, eggs, dairy products, honey, nuts, flowers;
 - ii. meat and meat products, poultry and poultry products, fish and fish products;
 - iii. grain and grain products, ornamental, vegetable, herb, spice plants, nursery products, baked goods;
 - iv. processed foods including beverages, jams, jellies, and sauces/salsas, livestock feed, bee products, maple and sorghum products and further processed produce such as canned goods;
 - v. value added fiber products;
 - vi. handmade crafts created by the vendor and approved by the Market Manager as adding value to the market;
 - vii. food trucks.
10. VENDOR BREAKDOWN
 - a. 60% or more of vendors will be those selling products listed in numbers i-iv above.
 - b. 40% or less of vendors will be those selling products listed in numbers v-vii above.
11. APPLICATION & INSURANCE
 - a. Each prospective vendor must complete a Greene County Farmers Market Application and sign that they will abide by and have received a copy of the rules and regulations.

- b. Applications can be found at www.exploregreene.com/farmersmarket or by request via email to economic.development@gcva.us.
- c. Full Season (26-31 weeks) vendor applications and half of fees are due by March 15, 2020; second half of fees are due July 15, 2020. This application guarantees the same reserved space at the market each Saturday. If vendor misses 5 or more Saturdays, they are considered a Partial Season vendor and will lose their reserved space.
- d. Partial Season (11-22 weeks) and Short Season (6-10 weeks) vendor applications are due the Monday prior to the desired market day; vendor location is assigned on a first come, first served basis. After initial application and full fees are received, Partial & Short Season vendors must reserve their subsequent weeks/space via email by Monday at 5pm before the Saturday market. Email greenefarmersmarket@gmail.com.
- e. One-time vendors must submit their application by 5pm Monday before the desired Saturday market. Application by mail or in person must include a check for \$25; Application by email will require the \$25 fee be paid Saturday morning before the vendor can set up.
- f. Any vendor that is cancelling their reservation for a Saturday market, must let the Market Manager know by Monday if possible, but no later than Wednesday of the week of the cancellation thus giving the market staff ample time to fill the vacated space.
- g. All applications and relevant fees (see "12" below) must be received by the application deadline and should be mailed or delivered in person to:
 - Greene Farmers Market c/o Visitor Center
 - 8315 Seminole Trail, Suite 2, Ruckersville, VA 22968
- h. Preference in accepting applications and placement under the Pavilion will be given to Greene County residents and producers, and in subsequent years, to past vendors in good standing.
- i. It is the sole responsibility of each vendor to abide by all State and Federal Regulations which govern the production, harvest, preparation, weights and measures, storage, and labeling of farm and food products offered for sale. Virginia Cooperative Extension offers a guide for this process at https://pubs.ext.vt.edu/content/dam/pubs_ext_vt_edu/ANR/ANR-46/FST-273.pdf. This is only a guide for getting started; it is not the actual State and Federal Regulations.
- j. Vendors are responsible for the collection and paying of Virginia State Sales Tax.
- k. Each vendor will assume responsibility of any claims arising from Market participation. It is strongly recommended that all vendors consider the risk and have suitable insurance coverage.
- l. Neither Greene County, Greene Commons Group, Greene Commons Advisory Council, Virginia Cooperative Extension, Property Owners nor the Market Manager accepts liability for any claims associated with the operation of the Market.
- m. All complaints or concerns must be addressed via email to the Market Manager at greenefarmersmarket@gmail.com.
- n. Overt vendor conflict will not be tolerated at the market. Failure to abide by Greene Farmers Market rules and regulations may result in suspension or expulsion from participation in the Farmers Market without any monetary rebate.

12. FEES—the 2019 market fees apply to all farmers, vendors, non-profits as well as other businesses and organizations that wish to appear at the market. The fees are as follows:

- a. Full Season – 26-31 weeks commitment - \$108 seasonal fee (less than \$3.50/Saturday)
- b. Partial Season – 11-22 weeks commitment - \$88 seasonal fee (as low as \$4/Saturday)
- c. Short Season – 6-10 weeks participation - \$50 season fee (as low as \$5/Saturday)
- d. One-time - \$25/Saturday

13. MARKET MANAGER

Greene Commons Market Manager is a contracted position and includes all operational responsibilities, including but not limited to assigning vendor spaces; determining closings due to weather or other conditions; monitoring of Farmers Market Rules and Regulations and working with vendors to resolve any issues that arise; hiring entertainment for market days; and planning added events to draw additional customers. The Market Manager is not a vendor.

14. ALL-INCLUSIVE ACTIVITIES—The Greene Farmers Market considers its activities as inclusive and does not discriminate based on race, religion, color, national origin, gender, sexual orientation, gender identity, gender expression, age, physical disabilities, or other applicable legally protected characteristics.