

GREENE FARMERS MARKET

2021 RULES AND REGULATIONS & APPLICATION

1. PURPOSE OF THE GREENE FARMERS MARKET—to provide a venue in downtown Stanardsville for agricultural vendors to 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 30, 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 under the Pavilion.)
 - b. Farmers' Market vendors must be in assigned spaces before the starting time for each event. Vendors may not pack up or leave before noon.
 - 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. 50% or more of vendors will be those selling products listed in numbers i-iv above.
- b. 50% 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 <https://greenecommons.com/our-farmers/> or by request via email to greenefarmersmarket@gmail.com
- c. Full Season (26-31 weeks) vendor applications and half of fees are due by March 15, 2021; second half of fees are due July 15, 2021. The 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 at least the Monday prior to the vendor's desired first 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 Tuesday at 5pm before the Saturday market. Email greenefarmersmarket@gmail.com.
- e. One-time vendors must submit their application by 5pm Tuesday 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 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
 9157 Seminole Trail, Ruckersville, VA 22968
- h. Preference in accepting vendor applications and placement under the Pavilion will be given to full-time vendors of prior consecutive years in good standing. Vendor inclusion and placement is determined by the Farmers Market Manager.
- i. It is the sole responsibility of each vendor to know and abide by all State and Federal Regulations (including but not limited to USDA, VDACS, and VDH) 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.

- I. Neither Greene County, Greene Commons Group, Greene Commons Advisory Council, Virginia Cooperative Extension, Property Owners nor the Market Manager accepts liability for products, actions or claims associated with a vendor.
 - 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 2021 market 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. ON-LINE ORDERING—Full Season and Partial Season vendors who are in good standing and attend the market regularly according to their commitment will have the option of selling their products through the Greene Commons website before each Saturday market. Until further notice pre-sold items will be packaged and labeled by the vendor and delivered to the curbside pickup area before the market starts each Saturday. Payment for these sales will be via check the following Saturday.
14. SNAP—Vendors selling SNAP eligible items agree to accept SNAP tokens and matching coupons only for those items approved by SNAP and matching funders guidelines. Payment for SNAP sales will be via check the following Saturday after the vendor submits collected tokens and coupons to the Market Manager.
15. MARKET MANAGER—Greene Farmers 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; 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.
16. Political or election-related activities are prohibited at the Greene Farmers Market.
17. 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.

GREENE FARMERS MARKET—VENDOR APPLICATION—2021

Vendor Contact Information

Owner/Primary Contact Name: _____

Business Name: _____

Mail Address: _____

City/State/Zip: _____

Phone: _____ Mobile: _____

Email Address: _____

Website Address: _____

Vendor Product Liability Insurance/Liability Release

Each vendor assumes responsibility for any claims arising from Market participation. It is recommended all vendors consider the risk and should have suitable insurance coverage. Neither Greene County, The Town of Stanardsville, *STAR*, Virginia Cooperative Extension, Greene Commons Group, employees and contractors of Greene Commons Group, nor property owners accept liability for any claims associated with products, actions or claims associated with a vendor.

Vendor Type

- Full Season (26-31 weeks)..... \$108 seasonal fee (breaks down to less than \$3.50/Saturday) Payable in two equal payments of \$54 on March 15, 2020 and July 15, 2020
- Partial Season (11-22 weeks)..\$88 seasonal fee (breaks down to only \$4/Saturday)
- Short Season (6-10 weeks).....\$50 season fee (breaks down to \$5/Saturday)
- One-Timer Vendor.....\$25/Saturday April - October
- Holiday Markets\$10/Market for GFM vendors or \$15/Market for non-GFM vendors

What do you sell?

Vendor's Certification

I hereby certify that I have received and understand and agree to the rules and regulations of the Greene Farmers Market, and I agree to abide by them as well as the content within this form. I also agree to abide by all Federal, State and Local COVID mandates.

Vendor Signature: _____ Date: _____

Please make checks payable to GREENE COMMONS GROUP and mail to Greene Commons at 9157 Seminole Trail, Ruckersville, VA 22968. **OR** you may email this form to the email address below and bring your check to your first market day. Questions? Email the Market Manager at greenefarmersmarket@gmail.com