

GREENE FARMERS MARKET

2023-2024 RULES & 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
 - a. **SUMMER Market** – each Saturday April - October, 8:00 am - 12:00 pm (31 Saturdays)
 - b. **WINTER Market** – each Saturday November - March, 9:00am – 1:00pm (21 Saturdays)
 - c. the Market Manager may choose to close the market or end early if conditions warrant closure.
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.
 - c. **VENDORS MAY NOT PACK UP OR LEAVE BEFORE THE MARKET ENDS.**
 - d. Vendor vehicles cannot enter or leave the Market area during operation hours.
 - e. 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—All pets must be confined to the designated pet area and are not permitted in the market area. Staff is happy to help if customers need a pet holder in order to shop.
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. **SUMMER Market Full Season** (26-31 weeks) vendor applications and half of fees are due by March 15, 2023; second half of fees are due July 15, 2023. A full season application guarantees the same reserved space at the market each Saturday. If vendor misses more than 5 Saturdays, they are considered a Partial Season vendor and will lose their reserved space.
- d. **SUMMER Market Partial Season** (11-22 weeks) and **SUMMER Market Short Season** (6-10 weeks) vendor applications are due on the Wednesday 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 Wednesday at 5pm before the Saturday market. Email greenefarmersmarket@gmail.com.
- e. **WINTER Market Full Season** (18-21 weeks) vendor applications and half of fees are due by October 15, 2023; second half of fees are due January 15, 2024. The application guarantees the same reserved space at the market each Saturday. If vendor misses more than 4 Saturdays, they are considered a Partial Season vendor and will lose their reserved space.
- f. **WINTER Market Partial Season** (10-14 weeks) and **WINTER Market Short Season** (4-8 weeks) vendor applications are due on the Wednesday 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 Wednesday at 5pm before the Saturday market. Email greenefarmersmarket@gmail.com.
- g. **ONE-TIME vendor** for either market must submit their application by 5pm Wednesday before the desired Saturday market. Application by mail or in person must include a check for \$15; Application by **email** will require the \$15 fee be paid Saturday morning before the vendor can set up.
- h. 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.
- i. All applications and relevant fees (see "12" below) must be received by the application deadline and should be mailed or delivered in person to the address on the application page.

- j. 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 Market Manager.
 - k. **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.
 - l. Vendors are responsible for the collection and paying of Virginia State Sales Tax.
 - m. 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.
 - n. Neither Greene County, Greene Commons Group and its contractors, Greene Commons Advisory Council, Virginia Cooperative Extension, Property Owners nor the Market Manager accepts liability for products, actions or claims associated with a vendor.
 - o. All complaints or concerns must be addressed via email to the Market Manager at greenefarmersmarket@gmail.com.
 - p. 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 2023-24 market fees are as follows:
- a. **SUMMER Market Full Season** – 26-31 weeks commitment - \$110 seasonal fee (less than \$3.55/Saturday)
 - b. **SUMMER Market Partial Season** – 11-22 weeks commitment - \$90 seasonal fee (as low as \$4.09/Saturday)
 - c. **SUMMER Market Short Season** – 6-10 weeks commitment - \$50 seasonal fee (as low as \$5/Saturday)
 - d. **SUMMER Market One-time** - \$15/Saturday
 - e. **WINTER Market Full Season** – 18-21 weeks commitment - \$80 seasonal fee (less than \$3.63/Saturday)
 - f. **WINTER Market Partial Season** – 10-14 weeks commitment - \$60 seasonal fee (as low as \$4.29/Saturday)
 - g. **WINTER Market Short Season** – 4-8weeks commitment - \$50 seasonal fee (as low as \$5/Saturday)
 - h. **WINTER Market One-time** - \$15/Saturday
 - i. **VENDOR FEES ARE NOT REFUNDABLE.**
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 VDACS/USDA/Health Department approved products through the Greene Commons website before each Saturday market. Customers who pay online may pick up their items from the vendor table on Saturday. Payment for these sales will be reimbursed to the vendor via check the following Saturday. SNAP customers must receive proof of payment from the Market Manager before picking up their items.
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. GIFT CERTIFICATES are sold in \$5 increments and can be accepted by any vendor as cash payment. Cash can be given as change to the customer. Payment for Gift Certificates will be via check the following Saturday after the vendor submits collected certificates to the Market Manager.

16. 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.
17. **Political activities are prohibited at the Greene Farmers Market; this includes the entire venue area and parking lot.**
18. 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.

APPLICATION NEXT PAGE

GREENE FARMERS MARKET—VENDOR APPLICATION—2023-2024

Business Name: _____
Contact Name: _____
Mail Address: _____
Email Address: _____
Phone: _____ Mobile: _____
Products You Sell: _____

Vendor Type

- | | |
|---|------------------------------|
| <input type="checkbox"/> Summer Market Full Season (26-31 weeks) | \$110 (only \$3.55/Saturday) |
| <input type="checkbox"/> Summer Market Partial Season (11-22 weeks) | \$ 90 (only \$4.09/Saturday) |
| <input type="checkbox"/> Summer Market Short Season (6-10 weeks) | \$ 50 (only \$5/Saturday) |
| <input type="checkbox"/> Winter Market Full Season (18-22 weeks) | \$ 80 (only \$3.63/Saturday) |
| <input type="checkbox"/> Winter Market Partial Season (10-14 weeks) | \$ 60 (only \$4.29/Saturday) |
| <input type="checkbox"/> Winter Market Short Season | \$ 50 (only \$5.00/Saturday) |
| <input type="checkbox"/> One-Timer Vendor (Either Season) | \$ 15/Saturday |

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'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 mandates.

Vendor Signature: _____ Date: _____

Make checks payable to **GREENE COMMONS GROUP**
Mail application & check to 9157 Seminole Trail, Ruckersville, VA 22968

OR, Email this form to greenefarmersmarket@gmail.com, receive approval by the Market Manager,
and bring your check to your first market day.

Questions? Contact Ellen Schrock, Market Manager, at the above email.