

Scottsville Farmer's Market Contract – 2017 Season

The following rules and guidelines, although they seem extensive, are intended to make it as easy as possible for vendors to sell their products directly and legally to the public. The emphasis on doing things “by the book” reflects a desire for smooth, transparent and continued operation to promote long-term viability of the Scottsville Farmer's Market. The market welcomes new vendors and new products.

Mission Statement

The Town of Scottsville's Farmer's Market serves as a center of activity in downtown Scottsville by providing a variety of high-quality, local produce and handmade goods. Vendors seek to create an enjoyable atmosphere that serves not only as a market, but an entity that contributes to a prosperous downtown and promotes a sense of community within the town. The mission of the Scottsville Farmer's Market is to support a healthy diet through fresh, nutritious, local, seasonal foods. This serves to support sustainable agriculture as well as the health and economic well-being of our locality.

Goals and Visions of the Market

The Market:

- Encourages, supports and promotes the entrepreneurial efforts of local, independent and small-scale farmers, local growers and local artisans who seek to sell their products directly to consumers.
- Creates an opportunity and environment for people to meet, eat and share stories, recipes and knowledge in a place dedicated to the cultivation of local products and talents.
- Strives to create an atmosphere that serves not only the market, but also contributes to the prosperous rural area and promotes a sense of community.

Location and Time

Scottsville Pavilion

April 1 – November 18, 2017 – Every Saturday, Rain or Shine

8:00 AM to 12:00 PM

*April 1, 8, 15, 22, 29 of the 2017 Season will be “unmanaged-unofficial markets” – mostly featuring plant starters, meat, eggs and other early spring produce. The market in the month of April will be for returning vendors only, for those who have applications for the 2016 Season still on-file. The Market Manager will not be present, and spaces will be on a first-come, first-served basis. If a situation arises where the Market Manager's attendance or influence is necessary, it is the responsibility of a vendor to contact and alert the manager to the situation.

The Season Grand Opening is May 6th. Applications for the 2017 Farmer's Market Season are due by May 6th, 2017, if you wish to pay in-full for the season, and have a space assigned to you.

Any vendor arriving after 7:30AM (After May 6th) must check with the market manager before assembling their display. Late arrivals will be assigned a space for that specific day, where their set-up will make the least impact on the operation of the market.

- In the months of September and October, Market hours will stay their normal time, although the required set-up time will defer to 9AM during those months.
 - *The “Late-Check-In Time” defers to 8:30AM during these months.
- The market crowd runs a bit later during the late months, and the rush is usually from 10-11, as opposed to the usual 8-10am.

IF YOU KNOW THAT YOU ARE GOING TO BE LATE OR MISS THE MARKET AT THE LAST MINUTE, PLEASE TEXT MESSAGE OR CALL THE MARKET MANAGER DIRECTLY AT YOUR EARLIEST AVAILABLE MOMENT, SO THE MARKET CAN BE RECONFIGURED.

Vendor Eligibility

Participation in the Scottsville Farmer's Market is open to growers, producers, bakers, harvesters, makers of prepared foods and artisans from Albemarle County and the adjacent counties.

- Louisa, Fluvanna, Buckingham, Nelson, Augusta, Rockingham, Greene and Orange Counties
- There is no longer a \$10.00 new vendor fee. (as of 3/9/17)

The market strives to be producer-only.

- A producer is defined as the person who grows or makes the product and may also include the producer's immediate family and employees.
- The Scottsville Farmer's Market gives preference to 100% grower/producers over resell goods.
- The approval of application for the Farmer's Market is based on the information provided, as well as the completion of Farm/Facility Inspections, to be conducted twice seasonally at the discretion of the Market Manager and Farmer's Market Committee.
 - Property and Facility Visits will be made to gather information for promoting the vendor and his products, as well as educating the market manager about the logistics of each farm. Inspections will be performed by the Market Manager and/or members of the Farmer's Market Committee. Inspections are to be made at the beginning of the season – prior to the start of the market – as well as at the height of market season. Failure to permit an on-site inspection will result in suspension from the market. Farm Visits will be arranged to work with the schedule of the vendor. The first Farm Visit will be conducted between March and May of 2017.
 - All first-time produce vendors must undergo a Farm/Facility Inspection before being allowed to sell their wares at the Scottsville Farmer's Market. No exceptions.

Bay Assignment at Pavilion

- Enrollment for the 2017 Season is open, and applications and payments can be accepted by the Market Manager on the day of market, or at the Scottsville Town Offices - 401 Valley Street Scottsville, VA 24590.
 - Office Hours at the Scottsville Town Offices are Monday-Friday (9AM – 5PM)
- Any vacant or unreserved bays will be filled on the day of the market, in order of vendor arrival and request.
- Any and all bays are not "reserved" unless paid for, in-full, for the Entire Market Season.
- Bays will be assigned at the discretion of the Market Manager, as deemed by the Farmer's Market Committee (2-18-16) (reconfirmed 2-2-17)

Market Fees

Fees for the 2017 Season are as follows:

- Side Bay - \$200.00 per Season OR \$10.00 Weekly as available (12X12ft)
 - Vehicle Accessible, Direct Access to Electricity
- Shared Side Bay - \$100.00 per Season (6x6ft) (Rotating Parking Space, Direct Access to Electricity)
- Middle Bay - \$100.00 per Season or \$5.00 Weekly as available (10x10ft)
- Shared Middle Bay - \$50.00 per Season (not available weekly unless arranged in advance) (5x5ft)
- 10x10 Tent Space - \$100.00 per Season or \$5.00 Weekly as available
 - Larger Tents may incur additional fees.

Management

The Market Manager shall enforce all of the rules and regulations of the market and work with the vendors to assist in their success. The market manager or his/her representative will be present at the market during operation. If questions or problems arise on market day, they will be resolved by the market manager. The Market

Manager reserves the right to ask for proof of sale and permission from grower or producer on any items being resold by any vendor, at any time.

- Market Manager – Shannon Bostic – shannon.scottsvillemarket@gmail.com or 434-962-4120

Reselling

- The Market Manager has ultimate discretion in regards to all resell goods being sold at the Scottsville Farmer’s Market.
- All finished goods and produce sold at market must originate from the County of Albemarle, or its adjacent counties: Louisa, Fluvanna, Buckingham, Nelson, Augusta, Rockingham, Greene and Orange.

AS OF FEBRUARY 2017, THE FARMER’S MARKET COMMITTEE VOTED TO “GRANDFATHER” IN THREE EXISTING, RETURNING VENDORS – TO ADHERE TO THE 2016 RESELLING STIPULATIONS. NO NEW VENDORS WILL BE PERMITTED TO RESELL ANY PRODUCE PURCHASED AT AUCTION, OR NOT GROWN BY THEMSELVES. (2-2-17)

THE 2016 RESELLING STIPULATIONS ARE AS FOLLOWS:

- All “resell” goods must be grouped together while on display – In order to assist the Market Manager with clear distinction as to what is being re-sold, and what is homegrown/homemade.
 - All goods to be resold at the Scottsville Farmer’s Market must be adorned with a Market-Issued label stating the name of the item, the name of the grower, and the county of origin.
- All vendors at the Scottsville Farmer’s Market must participate in the production of 75% of the goods they sell.
 - The remaining 25% of goods allowed for sale can be “resell goods”. These must all originate from Albemarle County and its adjacent Counties, and be clearly labeled with item name, farm name and county of origin.
 - These goods may not be put out for sale on Market Day until a form has been submitted to the Market Manager. This form will state consent from the grower/producer to allow the selling of these goods, as well as details of origin.
 - This form applies for any and all items being sold at Market that have been **paid** for by merchant, and are intended to be “**resold**” at the Scottsville Farmer’s Market. No Exceptions.
 - Forms are available at 401 Valley Street, via email, and from the Market Manager on Saturdays.
- Any items being sold on a “commission” basis are considered “resell” goods.
- Any local, seasonal produce that is not grown or available by any of the market’s current vendors will be considered a “commodity item” – and is allowed to be sold in excess of 25% of the vendor’s goods on a given day. This list will change annually, dependent on the diversity of produce vendors and the availability of local seasonal produce. The list will be compiled after assessing the received applications at the beginning of each season, and comparing them to the demand of the market on specific items.
- Any complaints filed in writing to the Market Manager about vendors not following these regulations will be investigated by the Market Manager and the Farmer’s Market Committee - and may result in expulsion from the market for the remainder of the selling season.

THESE ARE THE RESELLING RULES THAT APPLY TO THE VAST MAJORITY OF APPLICANTS:

- Complementary Items may be sold by any vendor, and be commercially manufactured or altered – as long as the items in question compliment the handmade/homegrown item(s) being sold.
 - Examples: Honey spindle to compliment homemade honey, Coffee Mugs or Tee-Shirts that compliment goods being sold, Corn Cob Holders to compliment and sell with ears of Corn etc.

- This is based solely on approval and discretion of the Market Manager on a case-by-case basis. Please contact the Market Manager before Market Day to seek approval for the Complementary Items in question. These goods are not to exceed 25% of your display.
- Competition Clause: If any of these resold Complementary Items come into competition with another vendor, who has created, grown, or baked a similar item, the resold goods must be taken off of the vendor's table until the time where the handcrafted, local goods are no longer available.
- Items that cannot be resold at market:
 - Items that are purchased in a way where the original source, origin or producer of the product is unknown
 - Produce or goods that are commercially manufactured
 - Examples: Produce purchased in a Warehouse or Grocery Store
 - Produce or goods that are commercially altered
 - Examples: Wax and/or Stickers on Fruit
 - Artisan items that are taken directly from their original state and repackaged
 - All craft and artisan items sold at market must be altered and have "added worth or value" when compared to the original state of material purchase.
 - All craft items to be sold must be approved by the Market Manager – on a case-by-case basis.
 - Approval of crafts to be sold is strictly at the discretion of the Market Manager.
- Any complaints filed in writing to the Market Manager about vendors not following these regulations will be investigated by the Market Manager and the Farmer's Market Committee - and may result in expulsion from the market for the remainder of the selling season.

Booth Displays

- Vendors must supply their own display items, including tents, umbrellas, tables, chairs and other equipment. The Town of Scottsville does not, and will not supply any of these items.
- All tables, tents, umbrellas, signs and display items must be in good condition. At no time shall the safety or convenience of customers or vendors be compromised by any vendor's display.
 - All awnings, tents and umbrellas must be properly secured and held down with weights or stakes.
- Each market vendor is responsible for setting up their display in an attractive manner and keeping boxes and supplies stored out of sight.
- Bays with electricity are available on a first-come, first-serve basis. If you choose to set up a tent as your display, electricity can be provided to you. Please bring your own extension cord.

Product Labeling and Pricing

- Each vendor shall, in good faith, clearly display prices and origins of all goods to be sold.
 - In regards to Market-Issued Resell Signs – all signs must be present, completed, and displayed on the item it matches by 8:00AM.
 - If any item is not labeled by the start of market at 8:00AM, the following steps will be put in place:
 1. Written Warning from the Market Manager – you will have five minutes to accurately display the label, or the item must be removed from your table for the remainder of the market day.
 2. Second Written Warning - you will have five minutes to accurately display the label, or the item must be removed from your table for the remainder of the market day.
 3. Third Written Warning - you will have five minutes to accurately display the label, or the item must be removed from your table for the remainder of the market day.
 4. \$100 Fine to be paid to the Town of Scottsville

5. Exclusion from the Market for the remainder of the season – at the discretion and council of the Farmer’s Market Committee.

THIS IS AT THE DISCRETION OF THE FARMER’S MARKET COMMITTEE. (2-18-16)

- Vendors set their own prices and are responsible for accurately representing their products. Misrepresentation of goods being sold can result in exclusion from the market for the remainder of the season, or a fine.
- All scales and weighing devices must have a current and valid certification sticker signed by the Virginia Department of Weights and Measures
 - The Scottsville Farmer’s Market hosts an annual Scale Certification before the start of each market season. Please contact the Market Manager for the date and more details.

Licenses, Certifications and Inspections

- Organic growers, who wish to advertise this, must present a Certificate of Organic Production from the USDA National Organic Program.
- It is highly suggested that for vendors selling cheeses and other dairy products, meat or baked goods display documentation of compliance with local VDACS ordinances and inspections.
- The following items are subject to Department of Agriculture approval: cider, jams, jellies, relishes, honey, canned goods, baked goods, frozen meat and dairy items. Any vendor selling these items should call the local health department and/or the VDACS for necessary inspections and permits.
 - Please ask the Market Manager for an electronic or paper copy of the Virginia Food Law Booklet, as provided by VDACS Office of Dairy and Foods.
- All baked goods must display a label containing:
 - Product Name
 - Net Weight
 - Ingredient Statement
 - Name of Manufacturer (vendor)
 - Contact Information of Manufacturer (vendor)
 - List of Allergens
- All baked goods that are not baked in a “VDACS Approved Kitchen” MUST contain the phrase “Not for Resale. Processed and Prepared without State Inspection”.
 - The above disclaimer can be printed on each individual item, or displayed in your booth near the items with which it relates.
 - Please ask the Market Manager for an electronic or paper copy of “Virginia’s New Home Kitchen Food Processing Exemptions” as provided by the VDACS Food Safety and Security Program.
 - Following the above rules and standards is the discretion of the vendor – and the Scottsville Farmer’s Market is not held liable.
 - If you would like a small, cardstock sign to be provided for you that states “Not for Resale. Processed and Prepared without State Inspection” to display on your table, please let the Market Manager know, and one will be given to you at the market.
 - Congruent Labeling = Consumer Transparency.

Health, Sanitation and Safety

- Each vendor must abide by all state and federal regulations that govern the production, harvest, preparation, preservation, labeling or safety of products offered for sale at the market.
- Vendors are liable for their own products and produce.
- Food products requiring temperature control must stay within a safe temperature range for the designated product.
 - Examples: sprouts, leafy greens, eggs, meat, poultry, fish, prepared foods, cheese and other dairy items – as well as all food samples all must be kept within a certain temperature to maintain public safety.
- Please inquire with the Market Manager with any specific questions, and we will help you as best we can.

Farmer's Market Committee

The Farmer's Market Committee will meet as needed, when deemed necessary by the Farmer's Market Manager.

The Committee will be responsible for booking music for the market, planning and coordinating events, handling written complaints pertaining to the market or its vendors, performing farm inspections and brainstorming ideas for the benefit of the Scottsville Farmer's Market. The Committee will revise the contract for the Market as needed, as well as amicably discuss and vote on any areas needing clarification or revisal. Any vendor, consumer or community member is welcome to join the committee.

- All final approval of contracts are at the discretion of Scottsville Town Council.

During the 2017 Season, on dates when the Farmer's Market Manager can not be present, a member of the Farmer's Market Committee will stand-in as acting Manager.

- This will heavily apply during the months of April and November.

Bits and Pieces

- Wildflowers or native plants sold at the market must not be on the state's list of rare, wild plants, which is published by the Division of Natural Heritage. No plants may be sold that were removed from public lands. All plants and flowers for sale must be grown and raised by the vendor.
- The Town of Scottsville will provide and empty all refuse containers, as well as maintenance and cleaning of the Farmer's Market Pavilion and restrooms.
- On-Site Restrooms are available for vendors and customers.
- Vendors are responsible for making sure their space is as they found it upon their departure from market. All refuse must be placed in proper containers.
- There is no smoking allowed in or within 50 feet of the Farmer's Market Pavilion.
- Hawking of goods or calling out to customers is prohibited.
- Vendors are discouraged from bringing pets to the market. Any pets that do accompany a vendor must stay out of the main aisles and in the vendor's designated space. At any time, the Market Manager may ask you to remove your pet, or to discontinue its presence if it interferes with smooth operation of the Farmer's Market.
 - Customers and vendors alike are responsible for their pets at all times while on the premises of the Farmer's Market Pavilion. The Market Manager may ask customers to refrain from returning to the market with their pet(s) if a problem arises that inhibits the smooth running of the Farmer's Market on any given day.
 - All pets must be kept on a leash at all times.
- NO LIVE ANIMALS, LIVE FOWL, OR LIVE FISH ARE TO BE SOLD OR DISTRIBUTED.
 - You may provide images, information and pricing on the animals that you have for sale, while at the Scottsville Farmer's Market, but the exchange of monies and animals must be done outside of market hours, and not on property owned or operated by the Town of Scottsville.
 - The sale of fertilized, unhatched eggs is permitted. (2-2-17)
- The Scottsville Farmer's Market, The Town of Scottsville or its representatives are not responsible for damage or loss of personal items.
- Vendors will operate at their own risk and assume any and all liability to their customers.

Market Manager Contact Information:
Shannon Bostic
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434-962-4120