



**2017**

## **King George Farmers' Market Vendor Rules and Guidelines**

### **Mailing Address**

King George Farmers' Market  
C/O Virginia Cooperative Extension  
10087 King's Hwy  
King George VA 22485  
Phone: (King George Extension Office): 540-775-3062

### **Contact Information**

#### **Office Member Email**

President: Agostinho Caldeira: KGFMPrez@gmail.com  
Vice President: Ross Serino: KGVMVicePrez@gmail.com  
Treasurer: Currently VACANT: KGFMTreurer@gmail.com  
Secretary: Currently VACANT: KGFMSecretary@gmail.com  
At Large: Steve Hickman

### **Mission Statement**

Our mission is to support county producers by opening and expanding markets for their wares and to advance understanding, education and cooperation between producers and the community with regard to the advantages of growing/producing, buying and using locally grown products.

### **Market Information Summary**

**Season:** Saturdays, April 29th through October 28<sup>th</sup>, 2017

Market Hours are Saturdays from 8:00 am to 12:00 pm.

After October 28th, the market will be unmanaged but vendors may continue to sell through Christmas at their own discretion.

**Market Location:** King George Middle School at 8246 Dahlgren Rd King George, VA 22485

**Market Fees:** 1 stall: \$70.00 and 2 stalls: \$125.00  
(Stall size is 10 ftx10 ft)

## **Market Association**

### **The Organization**

The King George Farmers' Market is a 501(c)(5) Non-Profit Organization.

### **The Board of Directors (BoD)**

The market has five Board Members elected by the membership. The board members are President, Vice President, Treasurer, Secretary, and At Large.

### **Committees**

Any vendor interested in serving on a committee should contact the Market President or the Market Secretary. Committees include, but are not limited to: Budget, By-Laws, Events, Finance, and Rules & Handbook.

### **Market Insurance and Licenses**

King George Market maintains a liability insurance policy covering the market in general, as required by the King George Middle and School and the county of King George.

It is strongly recommended, although not required, that each Producer have current general liability insurance in an amount not less than \$500,000, with "King George Farmers' Market" listed as an additional insured. Each Producer will assume responsibility for any claims arising from Market participation.

Vendors are to bring any safety issues to the immediate attention of the Market Manager.

### **Market Vendors**

#### **Vendors**

Only Producers may sell at this Market. The term "Producer" as used in these Rules and Regulations means the grower/vendor, including immediate family members, legal partner(s), and/or employees. If legal partnership status is claimed, evidence of the existence of such a partnership must be submitted with the Producer's application. If two or more vendors wish to share one stall, each must pay his/her own registration fee.

### **Types of Products in the Market Profile**

It is the intent of the KGFM that produce, nursery and prepared foods be the primary product mix at the market.

The market will balance vendor types in each category to provide customers with the most attractive selection of goods.

Production of all goods sold at the Market must take place within King George or Westmoreland County, Virginia and must be from the Fields, Forests, and Waters of King George or Westmoreland County, Virginia.

At the discretion of the BoDs, vendors from other counties may be approved if they provide a value added product not available in the counties of King George or Westmoreland.

All products sold must be produced by the vendor. Selling of items purchased from or provided by another producer, wholesaler, or market is NOT permitted. Producers found in violation of this rule shall be prohibited from further participation in the Market and will forfeit any fees paid. No warnings shall be given.

Complaints of known or suspected violations of the production of goods must be submitted on the attached Complaint Form signed by the complainant to the Market Manager.

### **Online Application**

Applications forms will be available directly through the website ([www.KingGeorgeFarmersMarket.com](http://www.KingGeorgeFarmersMarket.com)) and King George Extension Office. Each Producer must complete the King George Farmers' Market application each year, including driving directions to his/her farm or farms or other place of business.

### **Vendor Application Process**

For consideration in the upcoming market season, all vendors must complete an online application and submit it, along with the application fee, by March 07th. After this date, applications from new members will be juried for positions in the market. Returning vendors are subject to acceptance at the discretion of the Board, with consideration of their previous compliance with market rules/guidelines.

Each application will be reviewed by the Market Manager and the Executive Committee and notice of approval or denial will be made in a timely manner. First-time applicants will be scheduled for a farm/home visit including verification of all facilities where products are grown or prepared. Returning Vendors will be inspected at the discretion of the KGFM Board.

Decisions of the Executive Committee are final.

In the event of a written complaint, the Executive Committee/Market Manager reserves the right to inspect vendor's farm(s)/location, including any leased property, to verify compliance with the production of goods. Producers refusing to allow a site visit and inspection shall be prohibited from further participation in the Market and will forfeit any fees paid. No warnings shall be given.

It is the sole responsibility of each Producer to be familiar with and to abide by all local, state and federal regulations pertaining to the production, harvest, preparation, preservation, labeling and safety of products sold at the Market.

It is the responsibility of the Producer to make sure any and all employees are aware of all the rules and regulations that govern the Market, and that they are expected to comply with same.

Each Producer must be properly registered to collect and pay Virginia State Sales and Use Tax.

The Executive Committee may make exceptions to these rules concerning such things as the eligibility radius, minimum attendance, and products permitted. The purpose of such exceptions would be to make better use of Market space in seasons of reduced attendance, to increase diversity for Customers, and to encourage the production of traditionally scarce products in ways that do not increase the supply of products commonly available.

### **Licenses and Certification for Approval**

The market will review vendor applications and provide an approval based on **satisfactory** completion and submission of copies of all applicable licenses, certifications, etc. This process may include inspection of the applicant's operations, confirmation of compliance with regulatory agencies and on-farm visits throughout the year.

### **On Site Facilities**

Restrooms and hand washing facilities will be provided for the vendors through the King George Middle School. There is also a portable potty by the playground. Waste produced by vendors must be disposed of off the market site.

### **Market Events**

The market periodically sponsors events on-site. Scheduling and locations of events will be presented on the KGFM website and on Facebook. Vendors are encouraged to participate in market demonstrations and classes, providing a variety of events to improve customer participation.

### **Animals on Site**

Market policy allows no pets within the market. Individuals accompanied by Service Animals are exempt. Producers are prohibited from selling to any customer who has an animal on the premises. No live animals will be sold at the Market.

### **Supplemental Nutrition Assistance Program (SNAP), (EBT (Electronic Debit Transfer), and Debit Tokens**

King George Farmers' Market is set up to issue wooden tokens that are charged to the customers EBT account. Red tokens are worth one dollar (\$1.00) each and are **only** to be used for produce items (non-processed foods). Blue tokens are also worth one dollar (\$1.00) and be used by all vendors.

In addition, customers may use their debit card to get green five dollar (\$5.00) tokens which can be accepted by all vendors. On the first day of market, vendors should contact the Market Manager for any additional clarification needed on the use of tokens.

### **Refunds of Tokens:**

Vendors are required to turn in tokens to the Market Manager for reimbursement. The reimbursement will be by check and given on the next market day.

Any problems with refunds should be reported directly to the Token Manager.

## **Vendor Information**

### **Market Operations**

The Market Manager is responsible for the daily operations of the KGFM, as directed by the Board of Directors, to whom he/she reports. Any management or personnel decisions made by the Board will include consideration of customer and vendor comments, needs, safety and fairness within the market. All decisions made the by the President and Board are final.

### **Stall / Booth Size**

Standard booth size is 10 ft x 10 ft, but may vary based on location in the market and availability of space. Vendors must sell within the boundaries of the assigned space.

### **Stall / Booth Cost**

See fees on page 1.

### **Space Assignment**

Stall space requirements are specified in the initial application, and are assigned according to seniority, type of product, and market layout. It is the market's intent to assign regular stall spaces, although

situations may occur in which it is not possible to guarantee stall assignments. Vendors cannot sublet their space to some other vendor.

### **Seniority**

The seniority system is only used in assigning market spaces, and is based on continuous years as a member in good standing within the market.

### **Securing Equipment and Canopies**

Vendors are responsible for setting up and securing their equipment properly. Securing canopies and equipment is required to protect and prevent injury to other vendors and sites. ALL vendors are required to have weights of 25 lbs. (minimum) on each leg of their tent—four weights per tent. If (4) weights are not on the tent, the Vendor will be required to take it down.

Any alternative means of securing a canopy must be approved by the Market Manager.

KGFM does have a limited supply of canopies and weights for rent but it must be ordered prior to the event date.

### **Stall Upkeep**

All vendors are responsible for keeping their stall areas clean during market hours, and leaving their space clean, free of debris, and disposing of trash before they leave. Produce vendors must remove produce waste off site.

Vendors whose product sales generate waste must provide receptacles for litter at their stalls.

Producers must keep their display of goods strictly within the confines of their Market Space at all times.

At no time shall the safety or convenience of Customers or Producers be compromised by any Producer's display.

### **Vendor Attendance**

Vendors are to make schedule changes (adding or cancelling market days) through the Market Manager, and are to email, text, or call the Market Manager **before 3pm Thursday** of each week in which they will be absent. Adverse weather and emergencies will be dealt with on an individual basis.

### **Vendor Hours**

No Vendor shall be admitted to set up after 7:45 am. After this time the space may be given to another vendor for the day. For safety and liability reasons, at no time shall vehicles (vendors' or customers') be allowed to drive into the market space after 7:30 a.m. or before Noon. Producers are to begin to tear-down no later than 12:00 pm and should complete tear-down in a timely manner.

Producers may sell to customers while setting up or tearing down.

Vendors will have the opportunity at the end of each market to donate unsold products to local food banks. Volunteers will collect and distribute donations.

### **Vendor Conduct**

While vendors occupy the premises of the market, they are expected to conduct themselves in a professional manner. Vendors may not publicly disparage or place other vendors, products, staff, volunteers or customers at risk of, or fearful of, harm. The Market Manager or Board will request an

immediate stop to such conduct. Failure to immediately comply with this request will result in an order to leave the market at once.

### **Vendor Infractions and Warnings**

Vendors who do not abide by the rules set forth in this handbook will receive a verbal warning. A second occurrence for the same market infraction will result in a written warning. A third incident will result in forfeiture of King George Farmers' Market membership and the loss of all vending rights. A vendor dismissed for rule infractions or noncompliance will not be entitled to reimbursement of any fees paid.

### **Regulatory Compliance**

Vendors must assure that all products offered for sale at the market comply with all state and city regulations governing weight, packaging, display, and labeling.

### **Processed Foods**

Baked goods, jams, jellies and candies that are permitted under the Virginia Department of Agriculture and Consumer Services (VDACS) Kitchen Bill of 2013 (copy found on the website) to be sold without home inspection, must be produced, wrapped and labeled in compliance with all applicable rules and regulations required by VDACS, or any department or division thereof, and the United States Department of Agriculture.

### **Community Days**

The first of every month is considered a Community Day. King George Farmers' Market provides stall space to organizations as a service to the community. For-profits will pay \$20 for Community Day. Non-profits do not pay a fee to participate on Community Days but will be required to provide a copy of non-profit status. Both groups must complete an online application, must accept all terms of the market, and must follow the market rules required of all other vendors.

In their efforts to raise donations, non-profit organizations may not sell products which are normally sold by market vendors but can ask for donations.

Each application will be considered on its own merit.

### **Special Events:**

King George Farmers' Market will have special events days at the market. The Market Manager will invite different vendors to sell to help with this event. Fees for this event will be \$25.00.

Note: When a special event is set and advertised (particularly if it happens on the first of the month, the special event price will override the community day price

### **Parking Policy**

Parking is at the King George Middle School. Vendors are allowed to park their vehicles in their designated stalls. Please read vendor hours for more information on parking.



**Agreement**

**\*Submission and acceptance of an application implies acceptance of the following agreement:**

The King George Farmers' Market has been built on a foundation of trust and honesty. Any member who willfully violates the market rules may, at the discretion of the Board, be permanently expelled from the market.

Upon approval, a member agrees to exercise the utmost care in the use of facilities and properties of the City of King George streets and immediate area; to indemnify and hold harmless the County of King George, KGFM Board of Directors, its officers and agents from any and all claims, actions, judgments, losses, costs (including attorney fees) and damages whatsoever, including claims arising by reason of accident, injury or death caused to person or property of any kind, arising out of, in connection with, or incident to, the King George Farmers' Market and County of King George.

Signed: \_\_\_\_\_

Name (Print): \_\_\_\_\_ Date: \_\_\_\_\_

Business Name: \_\_\_\_\_