



Second Street Farmers' Market

Market Policies

MISSION: Second Street Farmers' Market is a dynamic producer-only marketplace that promotes and encourages the development of agricultural and specialty products. The market provides a community gathering place where local farmers and artisans can sell directly to the consumer on an ongoing basis.

LOCATION: The Market is located on the grounds of Second Stage at the corner of Washington and Second Streets in downtown Amherst, VA 24521.

ELIGIBLE VENDORS LIVE WITHIN 100 MILES OF AMHERST, VA:

A Producer is defined as the person(s) who grows, produces or makes the product. No live animals may be sold at the market. Producers may sell farm and kitchen products including fruit, vegetables, eggs, cut flowers, herbs, plants, properly labeled baked goods (see USDA), butters, honey, jams, jellies, and sauces. Bottled cider and wine, meats, poultry, fish and cheeses processed in a Department of Agriculture approved facility are eligible. Any vendor selling these products is required to comply with all applicable local, federal and state laws with regard to production, harvest, preparation, preservation, labeling, food safety and inspection. It is the responsibility of each producer to abide by all state and federal regulations that govern all products the vendor offers for sale at the market. Vendors are solely held liable for their own products.

Payment of all applicable sales taxes is the responsibility of the vendor.

Arts and Crafts are permitted for sale by all approved vendors. The vendor or employee must make all arts and crafts. No items may be purchased for resale. All items are subject to the pre-approval of the market manager.

Payment of all applicable sales taxes is the responsibility of the vendor.

* All vendors must be willing subjects of question and verification. All vendors must be willing to participate in a "farm visit" by the market manager or approved designee. All appointments and considerations will be made to impose the least amount of imposition possible. Failure to follow through with requests of verification, or providing inaccurate product information to any potential customer justifies restriction of the vendor's products and/or dismissal from the market without refund.

MARKET DATES AND HOURS: The market will be held each Thursday, May 17 – September 6, from 4:00 - 7:00pm. Setup will begin at 3:00 pm. Vendors must be in their space by 3:30 pm. If a vendor arrives after 3:30, his/her spot may be given to another vendor for that day. Late arrivals may be assigned a space where setup will make least impact on the operation of the market and safety of the customers. If a vendor knows they will not attend the market, it is helpful to let the manager know. Please do not make sales before 4:00 without prior approval. Vendors may check out between 7:00 and 7:30 pm. Leaving the market early is not allowed unless prior arrangements have been made with the market manager.

ARRIVAL AND CHECK-IN: All weekly vendors should check in with the market manager upon arrival. Manager will assign a space as they are available.

CHECKOUT: There should be no noticeable breakdown before the market closes. Accurate sales information must be reported and fees paid to the market manager before leaving the market. Monetary penalties may be levied against vendors who do not report accurate sales information or fail to make a timely full payment.

SPACES: All spaces are at least 10' wide x 10' deep. A maximum of two spaces may be assigned to a single vendor. The market manager determines the location of each vendor and, if necessary, may request that a vendor relocate. Vendors may bring additional workers as needed. Each vendor is responsible for setting up his/her stand in an attractive manner and keeping boxes and supplies stored out of sight. All equipment and furnishings are the responsibility of the vendor. Displays and tents must not extend beyond the limits of the assigned space.

FEES:

Full-Season Vendors: The fee of \$100 and a completed application should be mailed to Second Stage, P.O. Box 342, Amherst, VA, 24521. This is for our full season of 17 markets. All full-season vendors will be assigned a permanent booth space. Acceptable forms of payment are cash or check payable to Second Stage with "farmers' market fee" written on the description line.

Weekly Vendors: Weekly vendors are subject to art and farm approval before they may sell at the market. Fees for produce and artisan vendors preferring to sell on a weekly basis are \$15 per week. Weekly fees and total daily sales information are due to the market manager at checkout. Any weekly vendor who sells less than \$60 will only be required to pay \$10. Acceptable forms of payment are cash or check payable to Second Stage with *farmers' market fee* written on the description line. Spaces will be assigned by market manager as they are available.

All Vendors: Each market day, the market manager collects from each vendor 5% of their daily sales as a market fee. This fee is paid every week the vendor sells at the market and is in addition to any seasonal or one-time reserved-space fee that vendors pay.

* No refunds will be given. If you set up at the market you are required to pay.

OTHER:

- Vendors are obliged to submit donations for the entertainment. This encourages a lively market and helps to reduce booth fees. Product, monetary, and other creative ways to make our entertainment feel compensated are acceptable. It is important to remember they are donating to the market by giving their talent and time.
- Prices for each item must be clearly displayed.
- Packaged items and baked goods must have ingredients listed on a label, and the notice that the product was produced in a home kitchen when applicable.
- DO NOT use the word "organic" or any other marketing terms or phrases that require specific certification.
- The vendor must remove all trash, debris, boxes, containers, etc. at the conclusion of each market or will be charged a cleanup fee commensurate with the cleanup required.
- Solicitation not previously approved by the market manager is not allowed.

VENDOR STANDARDS OF CONDUCT:

- Treat individuals, fellow vendors and management with respect, courtesy and tact.
- Promote safe operations and comply with all appropriate safety and health regulations. • Report safety and health hazards promptly so that they can be corrected before injuries result.
- Provide the highest level of customer service possible.
- Comply with all Farmers' Market policies.

Vendors who engage in any of the following are subject to suspension or expulsion from the Market:

- Careless or willful destruction of Market property.
- Use of chewing tobacco, cigarettes, and snuff products while on the premises.
- Manufacturing, distributing, possessing, using or being under the influence of alcohol or illegal drugs while at the market.
- Threatening or assaulting a fellow vendor, market management or the public.
- Using obscene language toward fellow vendors, market management, or customers.
- Using racial, sexist or ethnic slurs.
- Sexually harassing fellow vendors, market management or customers.
- Bringing a gun, knife or other weapon, either concealed or displayed, onto Market premises.
- Engaging in rude or unprofessional behavior or disorderly conduct, even if the behavior is not expressly forbidden by regulation or laws.

Vendors shall hold the Second Street Farmers' Market, the Management, Amherst County, and the Town of Amherst harmless from any liability whatsoever that results from their activities at the Second Street Farmers' Market.

Please retain the Farmers' Market Policy for future reference.

Questions/Comments? market@secondstageamherst.org