

Raleigh Downtown Farmers Market 2012 Market Rules and Regulations

I. PURPOSE AND GOALS

The Raleigh Downtown Farmers Market (RDFM), a program of the Downtown Raleigh Alliance (DRA), strives to be a guiding force in shaping the environmental, social, and financial health of downtown by bringing the highest quality local growers and food artisans together to the Raleigh community. The farmers market contributes to the sustainability and success of downtown by serving as a community gathering place, a vehicle for a regional economy, and a center for fresh, local food.

The market aims to:

- Attract people to downtown
 - Be a small business incubator
 - Keep local dollars local – creating and sustaining local regional jobs
 - Educate the public about the nutritional and environmental benefits of eating locally grown food
 - Be a hub for community gathering
 - Increase access to healthy, fresh produce and locally produced foods
 - Support sustainable farms to preserve the North Carolina landscape
 - Reduce our carbon footprint
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II. VENDOR and PRODUCT QUALIFICATIONS

- A. Each vendor must reside and produce items to be sold within a 90 mile radius of Raleigh city limits, in the state of North Carolina.
- Exceptions to this rule may be made in cases when a product is scarce within the stated radius. For example, vendors from the North Carolina Mountains may be allowed to sell their apples. All products must be grown, raised, or produced within North Carolina.
 - SEE ADDENDUM
- B. Each vendor must be the original producer of the item sold or be employed by the producer. Second-hand vendors are not allowed.
- C. The on-site sales representative is expected to be knowledgeable about the products sold and the production process, and the representative should work at the production site at least one day a week.
- Exceptions may be made for on-site sales representatives who are extremely knowledgeable about the products sold but who do not work at the production site at least one day a week.
- D. Products, which can be sold, include:
1. Any vegetable grown by the vendor from seeds, sets, or seedlings.
 2. Any fruits, nuts, or berries grown by the vendor from trees, bushes, or vines on the vendor's farm.
 3. Any plant grown by the vendor from seed, seedling, transplant or cutting.

4. Bulbs propagated by the vendor.
 5. Eggs produced by the vendor's poultry.
 6. Honey produced by the vendor's bees.
 7. Baked goods made by the vendor containing ingredients from local farms.
 8. Preserves, relishes, jams, jellies, etc. made by the vendor. No "low acid" canned foods such as corn, peas, green beans, carrots, etc may be sold. High acid or acidified foods (pickles, tomato products, etc) may be sold if the vendor has passed the FDA certification course. A copy of their certification must be on file with the market manager.
 9. Fresh cut or dried flowers grown by the vendor.
 10. Firewood cut by the vendor.
 11. Compost produced and bagged by the vendor. No topsoil or unbagged compost may be sold.
 12. Meat products from animals raised on the vendor's premises.
 13. Cheese or dairy products made from animals raised on the member's premises or made from milk purchased from a local farm (less than 90 miles from Raleigh).
 14. Fresh seafood raised or caught by local small scale fishermen using sustainable and environmentally friendly practices.
 15. Artisan foods made by the vendor containing ingredients from local farms.
- E. All produce must be of top quality and any problems will be reviewed and determined by the Downtown Raleigh Alliance. The vendor's farm or business may be visited by a representative of the Raleigh Downtown Farmers Market or the Downtown Raleigh Alliance before his/her product is approved for sale at the market. *Samples may be requested, and are required for any new vendors selling processed, artisan foods.*
- F. All products sold must meet local, state, and federal health regulations. All prepared foods vendor's kitchens must be inspected by NCDHHS health inspectors and all labeling must be in compliance with the regulations. Vendors selling prepared foods, fish, meat, and cheese must have a copy of their inspection form on file, and submit at the time of application, with the market manager, as well as with them when selling at the market. Vendors and their employees are responsible for informing themselves about and complying with federal, state, and local health regulations and licensing requirements governing the production, display, distribution, sampling, and sale of their products.
- G. All items sold as Certified Organic must meet the requirements of the National Organic Program. Vendors of Certified Organic items must have a copy of their certification on file with the market manager as well as with them when selling at market. Only certified organic growers may display signs using the words "Certified Organic."
- H. All relevant licenses must be on file with the Downtown Raleigh Alliance.
- I. No live animals may be sold or given away at the market.
- J. Items are to be sold by weight, measure, or count. If scales are used, they are subject to be checked by the State of North Carolina inspectors.
- K. Market management reserves the right to deny a vendor's application or to prohibit anyone from selling at the market, or to prohibit any product from being sold at the market.

- L. Management will assign booth location, and first choice of vendor booth location is based on the number of markets each vendor attended in previous years. Decisions are made with the interest of what is best for the market. Additional factors for booth stall location include consideration for vendors requesting electricity and granted the opportunity to keep their vehicles on sight.

III. VENDOR RESPONSIBILITIES

- A. Each vendor must submit a market membership application to be approved by Downtown Raleigh Alliance. Vendors will apply for market membership yearly. Copies of all applicable licenses must be submitted at the time of application.
- B. The vendor will, at all times, keep their space, including the surrounding area, swept and free of debris. Before the vendor leaves, he/she will ensure their space is clean and free of personal effects, produce, and debris. All food products must be disposed of outside of the market. No water or ice that comes into contact with meat or fish may be deposited or drained on market premises. Trashcans will be provided for paper products.
- C. The Downtown Raleigh Alliance will provide vendors with a tent. Vendors will bring their own tables, chairs, and any equipment needed.
- D. No pets are allowed in the market area around vendor stands, with the exception of guide dogs.
- E. Each vendor must have a clearly visible sign identifying his/her farm or business and location.
- F. Each vendor must have signs posted listing the prices and names of products.
- G. Vendors are not permitted to smoke in or around their stall spaces.
- H. All vendors must conduct themselves in a professional manner.
- I. Vendors must contact the market manager directly at least 24 hours in advance if they are not going to attend the market. Should a vendor make a last minute decision based on inclement weather or an emergency situation please contact the market manager as soon as possible.
- J. Vendors should strive for the highest level of safe food handling. Vendors who choose to sample should bring a small waste bin for consumer waste.
- K. Complaints or problems should be directed to market management in a timely manner that is not disruptive to the market.
- L. Vendor weekly revenue is important to assess how the market is doing as a whole, which marketing mechanisms are effective, and for proposals requesting funding. Any shared information is tabulated anonymously. Vendors are required to submit sales information weekly.

- M. Vendors who sell at seven or more markets will pay an annual membership fee of \$50. This is to ensure consistency for consumers and to promote positive image of market. In addition, vendors will pay a daily stall fee.
- N. Guest spaces will be allotted to accommodate growers who sell unique seasonal products and are selling for six or less market days. Guest vendor's pay a \$25 membership fee and a stall fee.

IV. LOGISTICS

Information about the market site and rules regarding logistics will be submitted to vendors before the opening of the market. Note that the market provides tents for the vendors, but vendors are responsible for bringing their own tables/chairs.

V. ANNUAL REVIEW OF REGULATIONS BY THE DOWNTOWN RALEIGH ALLIANCE

These regulations are to be reviewed annually by the Downtown Raleigh Alliance and are subject to change to ensure the growth, quality and success of the market.

VI. ADDENDUM: VENDOR and PRODUCT QUALIFICATIONS

In order to provide a wide spectrum of products to the Raleigh Downtown Farmers Market shopper, and to enhance the diversity of products available to our customers, the following arrangements will be considered on a case by case basis. Decisions will be made in the spirit of the market, will maintain the integrity of a producer-only market, and will be subject to a trial period. Additional fees may be assessed.

The following are criteria considered when determining if the proposal is in the best interest of the market:

- North Carolina product
- Improvement to the overall product mix in the market
- Consumer demand
- Number of vendors with similar product
- Producer's history with the market

Second Farm is a farm which is not represented by a vendor at the market but whose produce is represented at the market by another farmer or producer.

Approval of second farm products will be limited, and may be denied or revoked if a product is available in sufficient quantities from RDFM vendors. A second farm may be only represented once per market day by only one vendor. Vendors are limited to one second farm per market day. Second farm owner is required to sign a separate application agreement, verifying his/her approval of the applicant vendor to sell his/her products at the market. Second farm products are required to have prominent signage, displayed with the product, and detailing the second farm's name, location, and product.

Shared Farm Booth/ Collaborative is an informal group of small-scale farm producers who may or may not share farming resources who apply to share a space at the market, and who share resources on market day. Each farm/producer represented in the shared farm booth may submit a separate application.

Signage at the market must include business names, locations, and products of each shared farm booth member.

Vendors are asked to submit a proposal to management. Each proposal will be considered individually.

VII. CRAFT VENDOR and PRODUCT QUALIFICATIONS

We will accept up to two craft vendors per week, on a rotating basis, to sell at the market.

The following guidelines are set forth for the purpose of jurying craft items in order to determine whether the proposed craft is eligible to be sold at the Raleigh Downtown Farmers Market. Decisions will be made based upon quality, workmanship, creativity and uniqueness. The Downtown Raleigh Alliance has the sole discretion to accept or decline applications.

- A. Each vendor must reside and produce items to be sold within a 90 mile radius of Raleigh city limits, in the state of North Carolina.
- B. Each vendor must be hand crafted by the original producer of the item sold or be employed by the producer, working directly with products at the production site, at least one day per week. Second-hand vendors are not allowed.
- C. Crafts must be the product of a home or cottage type industry using an intermediate type technology rather than an industrial type production. To be considered "hand crafted", the item must show evidence of manual skills obtainable only through a significant period of experience and dedication.
- D. All products must be of top quality and any potentially inappropriate wares will be reviewed and determined by the Downtown Raleigh Alliance. The Market Manager has the discretion to immediately remove any craft item that she considers objectionable.
- E. Any items not previously approved and sold at the Market must get approval from the Downtown Raleigh Alliance prior to being sold at future markets.

VIII. CRAFT VENDOR RESPONSIBILITIES

- A. Each vendor must submit a craft vendor application to be approved by the Downtown Raleigh Alliance. Because we only have up to two spaces allotted for craft vendors each week, those accepted will be a "guest vendor". We will rotate vendors each week to offer our customers variety. Craft vendors can reapply yearly to sell at the market. We encourage photographs to be included with your application. Samples may be requested.
- B. Craft vendors have the same responsibilities as those listed in Section III: Vendor Responsibilities, on page three.

Vendors will be charged a \$10 fee per 10 foot x 10 foot space per week; \$20 for 2 10 foot x 10 foot spaces.

IX. VENDOR FEE STRUCTURE

- A. Each vendor will pay a non-refundable annual market membership fee of \$55 dollars per market season. This membership fee must be paid two weeks prior to the first market day.
- B. Vendors will also pay a weekly stall fee.
- \$10 fee per 10 foot x 10 foot space per week;
 - \$20 for two 10 foot x 10 foot spaces.
 - Some vendors will be permitted to have their vehicles on site. The weekly fee for a vehicle is an additional \$5.
 - There may be an additional charge for electricity- *to be determined*.
- C. Guest vendor spaces will be allotted to accommodate growers who sell unique seasonal products and are selling for six or less market days.
- Guest vendor's fees are a \$25 membership fee and
 - \$10 for each 10 foot by 10 foot space
- D. Notice of absence must be made within twenty four hours or vendor will be charged for that week. Exceptions may be made for unforeseeable reasons.
- E. Payment Options and Discounts
- Full Season Discount SAVE \$55
- The \$55 membership fee will be waived for vendors selling 22 weeks or more and who wish to pay for the entire season in one advance payment. This offer is non-refundable and non-transferable.
- Monthly
- Vendors are invoiced monthly for stall fees.
- Weekly
- Vendors pay their stall fees each week at the market- just like you always have.

Checks may be made payable to: **Raleigh Civic Ventures**, and mailed to: Raleigh Downtown Farmers Market, c/o Downtown Raleigh Alliance, 120 S. Wilmington St., Suite 103, Raleigh, NC 27601.