

Tallassee Farmers' Market

RULES AND GUIDELINES 2011

INTRODUCTION

The goal of the **Tallassee Farmers Market** is to provide fresh foods and products, and direct marketing of farm products to the people of the local community and its surrounding areas. The following rules and guidelines are designed to make it as easy as possible for local producers to sell their products directly to the general public. The Market Advisory Committee manages the regular business operations of the market and welcomes your input. The Market Advisory Committee will conduct its day to day operations through a Market Manager designated by the committee. The Advisory Committee's meeting schedule may be obtained through the Market Manager. The Market Manager will be **Tripp Storm**, Phone # **334-991-1001**, email: **tallasseemarket@gmail.com**

LOCATION

The Tallassee Farmers Market will be located on The Green at Tallassee City Hall, 3 Freeman Avenue.

THE SELLING SEASON

The official Market day will be each **Saturday**, from **7:00am to 11:00am**. The official **2011** Market Season is **June 3rd** through **September 3rd**. The market schedule may be extended through September but no later than **October 15th** (Tallassee Trade Day), and depending on availability of seasonal produce. For special market days, the hours may be extended to Noon or no later than 1:00pm. Farmers' Market vendors are also encouraged to participate in the **Early / Easter Market**, planned for **April 16th** and the **Holiday / Christmas Market**, planned for **December 2nd & 3rd**.

PERMITS AND FEES

A growers' permit must be completed before selling produce at the market. Permits are available at no charge from the County Extension Office of the County your garden is located. The purpose of the certificate is to ensure that the products sold originate with the producer, his or her family, employees or partners. This allows the producer and the customer to be exempt from state and local taxes for goods sold. If you are selling products that do not allow you to be classified as a grower or producer of qualified fresh items, you are required to have a Transient Vendor business license from the **City of Tallassee, Tallapoosa County**. Vendors are responsible for obtaining all necessary State and Local licenses and permits, and collecting and remitting related sales taxes. **Any fees collected by the market are for the express purpose of promoting and operating the Farmers Market.** This includes but is not limited to administrative expenses and advertising. In most cases, all other City level permits not mentioned have been waived by the City of Tallassee, solely, for the duration of time of each

market day at the approved location of the market. You may request, at the time of transaction, a receipt from the Market Manager for all fee transactions related to the Tallassee Farmers' Market.

SPACE ASSIGNMENTS AND RESERVATION POLICIES

1. Vendors will be licensed to sell from only one vehicle and must occupy only one space as assigned by the Market Manager, unless an additional space has been approved and payment received. Maximum vehicle size is a 1-ton pickup truck or van unless prior arrangements have been made. Displays must be confined to the assigned space. If the vendor is using a trailer to display and sell goods, the towing vehicle may have to be disconnected and moved out of the area. If a vehicle or display is obstructing pedestrian traffic, or judged to be a safety hazard, it must be moved. Except for special event market days, vendors will follow Load-In and Load-Out procedures per the Market Manager's instructions for normal market days. For special event market days, vendors will be required to adjust and comply with the Market Manager's logistics plan for that day.

2. The 2011 booth rate for vending produce and other farm fresh goods is \$12.00. The booth rate for vending other items is \$16.00, pending approval of the Market Manager.

Vendors that cannot be categorized as small, independent producers of vegetables, fruits and/or other farm fresh and/or home-prepared products, are categorized as Commercial or Community Vendors. The fees & guidelines for the Commercial and Community vendors are available from the Market Manager. All fees are non-refundable, unless otherwise approved by the Advisory Committee.

3. The Market Manager designates the vending location for all producers with or without vehicles and if the market manager judges it necessary, may require a producer to relocate.

4. Each vendor must fill out an application. Growers, Bakers and other Fresh Item Producers should fill out the standard Farmers' Market Application. All other vendors are considered Community Vendors and must fill out the Community Vendor Application. All forms and fees are due before or at the beginning of the first market day a vendor is scheduled to participate.

REGULATIONS

1. Only producers may sell at the market. No resell allowed. A producer is defined as the person that grows or makes the product and may also include the producer's immediate family, partners, employees, or local cooperatives upon prior review. A partnership, for the purpose of this document, is defined as two or more individuals engaged together in the joint production of agricultural products. Beginning in 2011, vendors may only represent one other vendor or producer at the market and must display clear and accurate signage that indicates this producer to vendor relationship. Any complaints filed with the Market Manager concerning production regulations will be investigated by the Market Advisory Committee and/or a representative of the State of Alabama Farmers Market Authority. Should a complaint be found valid, it may result in

expulsion from the market for the remainder of the selling season, and no refund will be made for market fees paid to date.

2. Arts and crafts are not permitted for sale at the market unless they have received prior approval by the Market Advisory Committee. Arts and Craft items fall under the Community Vendor guidelines and application, available upon request. If there is any question whatsoever about whether an item may be sold at the market, a brief written proposal should be submitted to the Market Advisory Committee for review.

Requests for Community Vendor applications or to send proposals to the Advisory Committee, may be sent to tallasseemarket@gmail.com or to Tallassee Farmers' Market, c/o City of Tallassee, 3 Freeman Ave, Tallassee, AL 36078.

3. Producers may sell their own farm and kitchen products including (but not limited to): fruits, vegetables, eggs, cut flowers, plants, cheese, cider, jams, jellies, relishes, honey, home canned goods and baked goods. **Vendors must display proper disclaimer signage**, stating, "Foods not prepared in a Commercial kitchen" or other distinct and bold wording to indicate the products being sold are not commercially inspected, approved or licensed by any regulatory or governing entity. Packaged and canned products must, on a visible surface of the packaging, bear an adhesive tag that must include ingredients, producers's name and contact information, and a commercial kitchen disclaimer. Many items are already subject to Health Department regulations. It is the responsibility of the producer to abide by these regulations. Contact the Health Department for the most current set of regulations and guidelines and/or if you need an official inspection and approval of your product. No cooking is permitted within the market area without prior approval by the Market Advisory Committee. It is the responsibility of each producer to abide by all state and federal regulations which govern the production, harvest, preparation, preservation, labeling, or safety of products offered for sale at the market. Vendors are liable for their own products. The Market Manager, The Tallassee Farmers' Market Advisory Committee, City of Tallassee, Tallapoosa County, Elmore County and/or the State of Alabama Farmers Market Authority shall not be held accountable for the products offered by vendors. Product and liability insurance is the responsibility of the producer.

4. At the beginning of each market day, vendors will check in with the Market Manager. Vendors must be on premises **by 6:30am**, set up at the market by **6:50am.**, and ready to do business when the market opens at **7:00am**. When running late, contact the Market Manager. Unless the Market Manager approves an extended day, each seller is expected to stop selling at **11:00am** and have all produce, baked goods, boxes, containers, etc, loaded for removal by **11:30am**. All properties, vehicles and trash of each vendor should be off the lawn area by **12:00pm**. The Market Manager will have the authority to change the market hours for special occasions. When applicable, The Market Manager will provide vendors with a schedule of special activities, should any be planned for that day's market, and when possible, in advance of any special event.

5. **The sale of live animals is not allowed at the market.**

6. The use of electrical generators and/or electrical cords must be cleared with the Market Advisory Committee before usage. Any electrical cords approved for use must be factory sealed and show no signs of exposed or wrapped wires and be properly staked or otherwise secured to the ground so as not to create a trip hazard or endanger the public or other vendors in any way.
7. Solicitation for political campaigns, products, services, or charitable contributions not specifically addressed as a market commodity is not permitted.
8. Vendors must be sixteen years of age or older. Younger children are welcome and encouraged to participate, but must be accompanied by an adult responsible for the child's conduct and safety.
9. Fraudulent, dishonest, or deceptive merchandising, disruptive behavior, or collusion to set prices among vendors may be grounds for forfeiture of the right to do business of any kind in the market for a length of time to be determined by the Market Advisory Committee.
10. All profane, abusive, discourteous, and boisterous language and/or conduct at or about the market area is prohibited.
11. Amplified music from radios or other portable devices in or near vendors' booths or from vehicles is prohibited, unless otherwise approved by the Market Manager.
12. Vendors will be solely responsible at all times for the cleanliness within their vending area regardless of the origin of the debris in that location. Each vendor is required to leave the space clean at the end of the day.
13. Vendors should never leave their vending area or cash box unattended. Should you need to step away for any reason, please inform the Market Manager.
14. There is a no smoking policy in effect on City property, where the Farmers' Market is hosted. Please, respect this policy. Smokeless tobacco use is also prohibited near produce vending areas. Your Market Manager may be able to suggest an appropriate tobacco break area, should you need to step away for a few minutes.
15. The Market Manager and/or the Advisory Committee will have the full power to enforce all rules and regulations within the market area as authorized by the Advisory Committee. Failure by any vendor to comply with any of these rules and regulations can result in the forfeiture of the right to do business of any kind in the market for a length of time determined by the Advisory Committee and if need be, escorted by legal authority off premises.
16. The Advisory Committee reserves the right to amend existing or adopt new Tallassee Farmers' Market rules and regulations when such actions are deemed necessary in order to ensure the quality of the market and the clarification, fairness and enforcement of its rules and regulations.

GUIDELINES:

It is recommended that vendors use safe, natural, and colorful displays. Be aware of tripping hazards in the walk area. It is best to raise all displays (especially food items) at least 24 inches from the ground. Three vertical levels of display will dramatically increase product visibility.

When providing produce samples, please follow proper food handling practices and keep all samples, especially, sliced and exposed produce, covered or sealed and at appropriate temperatures. Under no circumstances, use pesticide sprays near produce or other food items. It is recommended vendors keep sample items simple, fresh and colorful, and offered in such a way to highlight the flavor or special quality of that specific produce item, and even better, evoke a fond memory or a "Wow!" from a customer.

Tents and tables may be available at no additional cost to vendors, otherwise you will provide your own. The Tallassee Farmers' Market utilizes white tents as a theme. If a vendor is provided a tent and/or tables, the vendor, at the Market Manager's discretion, may also be allowed to utilize a tent of their own for shade and back stock, to the rear of the provided tent.

Your vendor sign should identify the name and location of the farm. Also, keep all appropriate permits on display or easily accessible for verification.

Your Market Manager is there to help you. Please, do not hesitate to ask any question or address any issue or concerns to your Market Manager.

