

Five Points Farmers Market Official Guidelines for 2019

About Five Point Farmers Market: The market is producers-only, sustainable agriculture focused, independently funded through vendor fees and personal contributions. The market season starts the 1st week in April and occurs every Friday (except Good Friday) until the last week in October. The market runs from 3:30 p.m. to 5:30 p.m.

Five Points Farmers Market has been created in order to provide more accessibility to local food and crafts to the community and to encourage entrepreneurship in the Winston-Salem area.

Five Points Farmers Market supports and seeks local and regional vendors who use solely sustainable practices in their agriculture or other production. Humane, safe, and healthy farming and food preparation are at the center of the vendor review process. For value added products, local and sustainably produced ingredients are strongly preferred, and where possible, ingredients should be grown by the vendor (e.g. pickles, jams, etc., but not necessarily baked goods). Five Points Farmers market strives to provide a safe and socially congenial marketplace for both customers and vendors, offering a balance and diversity of items for sale, whose demeanor and presentation are positive, fair and friendly, and whose production and marketing practices minimize waste.

Vendor Qualifications

- Crops sustainably grown, products sustainably produced/made, or animals raised humanely by producer on land that owned or leased by owner.
 - No use of synthetic pesticides.
 - Organic certification and rigorous sustainable practices are highly regarded; GAP and Naturally Grown Certifications are as well.
 - Animal Welfare Approved certification is highly recommended for all meat vendors.
- Value added product(s) and baked goods must be produced according to state and federal requirements; use of high quality ingredients and use of local/sustainable products are recommended.
 - ● Product(s) comply with all federal, state, and local requirements for the production, packaging, handling, transporting, storage, display, and sale of
 - Crafts must be made by the vendor

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Five Points Farmer's Market Vendor Application 2019 (April 5-12, April 26-October 25)

Which are you applying for:

- Full Season (every Friday Market-produce/food only please)
- Craft Vendor (every last Friday of the month)
- One or more Friday's : craft farmer's market

Owner(s) Name*: _____

Business/Farm Name*: _____

Business Address: _____ County: _____

City: _____ State _____ Zip Code _____

Business Phone(cell /landline)*: _____

Mailing Address: _____ County: _____

City: _____ State _____ Zip Code _____

E-mail Address*: _____

Website: _____

List Any People who will be selling for you at the Market:

Farm/business history

In an effort to understand your methods, please list the products you use for cultivation, feed, etc.

How much area is in production? _____

Do you own the land in production? if not, please explain

How long have you been farming/practicing your craft? _____

How do you currently market or sell your product? name specific markets and/or retail locations

What percentage of your product is produce? _____

List produce items you would like to sell at market (add an * to items you anticipate selling in large quantities, ex. peppers*)

What percentage of your items are non-produce? _____

List non-produce items would you like to sell at market (again, an * beside significant items)

What percentage of your products are non-edible items? _____

list non-edible items you would like to sell at market (again, an * beside significant items)

In an effort to maintain product availability and customer consistency, please list any dates on which you have a known conflict.

Vendor Agreement

Yes, we/I have read the 2019 Five Points Farmers Market Guidelines and agree to adhere to the market guidelines.

Gross Sales

Yes, I agree to supply gross sale monthly to management of Five Points Farmers Market with the understanding that this information is confidential and in no way shared specifically outside of my company

- Five Points Friday Market, (April 5th –12th, October 25th every Friday), fees for full season \$160.
- Crafts Vendors (April 26th-October 25th every last Friday of the month), fees for full season \$40.

Signature: _____ Date: _____

Return application with \$10 application fee to: MAIL: First Christian Church-Winston-Salem 2320 Country Club Rd, Winston-Salem, NC 27104

EMAIL: churchonedoc1@gmail.com QUESTIONS: (336)722-2714

Please make checks out to First Christian Church with Farmer’s Market in the memo line.

A. Mandatory site visit or conversation for all applicants. The purpose is to further verify application information and keep current on what each vendor is producing, changes in procedure or new production goals and products.

B. Vendor Fees

1.) 2019 Full Season Fee for the Farmers Market is \$160, plus the application fee. This reflects 29 weeks at roughly 5.50/week. The full Season Fee for craft vendors for every last Friday of the month is \$40, plus the application fee. Approved vendors wishing to participate for less than full season may do so at \$15/day, plus the application fee.

2.) Vendor fees must be paid in full before market begins, no exceptions. Regular full-season vendors receive a consistent booth location for the full-season and daily or monthly vendors will be placed in reserved booth spots that are scheduled for daily or monthly vendors or special events. Market management reserves the right to change a regular full-season vendor booth location due to extended absence.

Application and season fees are non- refundable.

3.) Short-term vendors - Short-term booth space may be purchased for one or more weeks. All vendor selection requirements apply including completing the application process and site visit/conversation. It is suggested that a vendor who wishes to apply for this option should do so in advance. The vendor would give the market management a time frame based on when they expect to sell (for booth scheduling purposes) with the booth fees paid in advance.

C.) Product production. All products must be produced sustainably and without any use of synthetic pesticides.

D.) Items to be sold at the market must be only those listed on the vendor application. Vendors who wish to add new items for sale must receive written approval from the market manager.

NO RESALE OR WHOLESALERS!

1.) Sale of prepared foods. Prepared foods and ready-to-eat items sold at market must be prepared in accordance with the health department guidelines, all items approved as needed and verification of this approval must accompany the application or if it is a new item that has been approved by market management, verification must be provided to market management. All such items must be made, packaged, stored, transported, displayed, and served in accordance with relevant health and safety regulations. Vendors must make themselves aware of and comply with such regulations.

a.) Processed and value-added foods must be made, packaged, stored, transported, and displayed according to relevant federal, state, and local

regulations. It is the responsibility of each vendor to remain up-to-date on such regulations and to adhere to them.

b.) All certifications required to produce or sell any added value food item that is processed and packaged must be submitted with the application. D. Legal responsibility. Vendors must take full responsibility for complying with all federal, state, and local requirements for the production, packaging, handling, transporting, storage, display, and sale of all items they sell at the market.

2.) Licensing requirements. Vendors must abide by all local, state, and federal licensing requirements. Applications to sell at the market will be approved only if prospective vendors agree to abide by all local, state, and federal licensing requirements, as applicable to their business, and to provide the market management with proof of compliance with these requirements.

3.) Release of liability. Vendors will also be required to sign a release of liability, holding harmless the market management, First Christian Church or Winston-Salem and Five Points Farmers Market.

4.) Vendor liability insurance. Five Points Farmer Market strongly recommend that vendors carry general liability insurance to adequately cover their market activities and product.

E. Market Operations and Materials:

1.) Set-up. Vendors must arrive with enough time to set up their spaces and be ready to sell by 3:30 p.m. for market. Specific set-up and arrival times will be set by market management and shared with vendors in advance of the market. Any seasonal changes will be communicated to vendors via email with ample notice.

2.) Arrival/Departure. Vehicles will not be allowed to drive through the market space later than 30 minutes before opening or before closing time. Late arrival can be difficult to accommodate if space is tight, may detract from the market setting, and, in some cases, may be unsafe.

3.) Vendors must stay for the entire duration of the market. If a vendor sells out of their product, the vendor should remain until closing to talk to prospective buyers and promote good relations with customers. Market booths may not be taken down until close of the market.

4.) Vendor presence for sales. Five Points Farmers Market encourages full-season producers to be present to sell at each market. However, family members and employees who are involved with the production of the goods to be sold may sell at the market alongside or in place of the principal producer, as long as they are able to answer detailed questions about the production practices, essentially representing the business well which not only benefits the business but consistently affirms the quality of the business to the customers.

5.) Required booth materials. Vendors are responsible for providing booth materials. These include: tents, tables, accurate scales (these are checked from time to time by the scale man, cash boxes and change, bags or other packages, and any other materials needed to provide an attractive booth and sell to customers.

6.) Required signage. Signage is required at each booth. Signage should be easy to read, indicate the name of the business and the location of the business. In addition, vendors must have clearly displayed contact information that includes names, telephone numbers and/or email addresses, website addresses, if applicable, and physical addresses. This might be another sign, a brochure, a business card, etc. All items for sale should be labeled and clearly priced.

a.) Signage must not include any claims known to be false or illegally described: ● “Organic”: The USDA Agricultural Marketing Service (<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELDEV3004446>) states that a product cannot be labeled “organic” without being certified: “Overall, if you make a product and want to claim that it or its ingredients are organic, your final product probably needs to be certified. If you are not certified, you must not make any organic claim on the principal display panel or use the USDA organic seal anywhere on the package*. You may only, on the information panel, identify the certified organic ingredients as organic and the percentage of organic ingredients. *Some operations are exempt from certification, including organic farmers who sell \$5,000 or less.” No Exceptions.

7.) Report gross monthly sales. In order to track Five Point Farmers Market economic impact for funding purposes and contract negotiation, vendors will be asked to supply gross sales information on a monthly basis. This information will only be seen by the market manager and founders of the market.

8.) Music at the market. Musicians may play at the market by invitation only, without paying a fee to the market. They may have a tip jar or other container, and may sell recordings of their own music. The use of amplification will be determined on a case-by-case basis by market management.

9.) Vendors must maintain clean booth areas. At the end of each market day, all vendors must leave their booths as clean or cleaner than they found them at the beginning of the day. After one warning, a \$20 penalty will be incurred for each instance.

F. Physical Layout:

1.) Assigned booth spaces. The market manager has sole discretion to assign spaces to vendors. Regular, full-season vendors can expect to have a consistent booth assignment as long as attendance is consistent. Short-term or seasonal vendors may be asked to move from week to week.

2.) Tents are required and must be no larger than 10'x10' in size unless inclement weather and we will be using Taylor Hall.

3.) Electrical power. Electricity will be available to a limited number of market booths.

G. Atmosphere at Market:

1.) Positive environment. Five Points Farmers Market strives to provide a safe, congenial place for all to shop and convene. Vendors, staff and volunteers must all contribute to the positive atmosphere of the market. Rude, insulting, or demeaning speech or behavior will be cause for removal from the market.

2.) Non-smoking area. The entire market is considered a non-smoking area during market hours. All smokers must be 10-feet away from all market boundaries.

3.) Ability to answer customer questions. It is expected that vendors will answer all reasonable questions from shoppers regarding the location of their farms or production facilities, the methods of production, product ingredients and sources.

4.) Pet policy. In accordance with city and health regulations governing the use of public spaces for special events, pets may not enter the market area during market if located on public property. If the market is on private property, pets on leashes and in constant control of their owners may enter the market. Vendors are not allowed to bring pets to the market whether or not the market is on public or private land nor have a live animal in their booth when selling food of any sort and in order to remain in compliance with current health department regulations. Service animals are permitted. H.

5.) Weather Policy: The market manager has sole discretion to cancel market if the weather is looking dangerous for vendors and/or customers and the use of Taylor Hall is unavailable. The decision for the cancellation of market will happen by 8pm on Thursday before Market. The market management will make every effort to keep the market open on all scheduled market dates.