



PORT TOWNS FARMERS MARKET REGULATIONS FOR VENDORS

Saturdays 10-1pm | July 11 to October 3, 2015
at the corner of Emerson Streets & 58th Avenue
Bladensburg, MD 20710

Mailing Address: c/o ECO City Farms, 6010 Taylor Road,
Riverdale, MD 20737

Port Towns Farmers Market 2015 Market Rules and Regulations

Eligibility Requirements:

The Port Towns Farmers Market is a producers-only market. Vendors must actually grow, produce, or make *at least 50% of* fruits, vegetables, plants, herbs, flowers, baked goods, prepared beverages, jellies, jams, honey, prepared foods, handicrafts and/or other products they intend to sell at the market. The term, “producer” includes the primary applicant’s family and employees when they are directly involved in production. A vendor’s farm or production facility must be within 125 miles of the market. A vendor must possess appropriate liability insurance and proper permits for products sold.

Requirements for specific vendors:

Farmers must grow or produce 50% of the goods sold at market on their farm or garden. In order to encourage profitability for local farmers and their participation at the Port Towns Farmers Market which serves low and moderate income residents in a food desert area of Prince George’s county, a farmer may bring 50% of goods sold at the market from other approved partner farmers and all partner farmers must submit a partner farmer application.

However, any products from a partnering farm or garden must be: produced within 125 miles, listed on the vendor application, approved by the market manager, AND labeled with the correct producer’s name differentiating it from the vendor’s products. Farmers may also sell non-hazardous goods prepared on a farm or in a home kitchen must obtain a farmers market permit from Prince George’s County and must follow all applicable state and local health regulations.

Bakers or Value Added producers must produce goods from scratch, using locally sourced ingredients when possible. Those producing potentially hazardous foods must prepare in a certified kitchen. Bakers or value added producers preparing non-hazardous goods on a farm or

in a home kitchen must obtain a farmers market permit from Prince George's County and must follow all applicable state and local health regulations.

Prepared/Hot Food Vendors must produce goods from scratch, using locally sourced ingredients when possible. These items must be prepared in a licensed commercial kitchen and list this kitchen on their application. Prepared food vendors must have the appropriate permits from Prince George's County and must follow all applicable state and local health regulations.

Farmstead Meat and Meat Products. The producer must raise animals for meat and meat products. Animals not born on the producer's farm must spend half their life on the producer's farm. Grazing animals must have regular access to pasture. You may not use antibiotics or hormones.

Poultry and Eggs. The producer must raise poultry for meat from day-olds. Laying hens may be bought as pullets. Poultry must have adequate room and light indoors, and access to pasture. You may not use antibiotics.

Farmstead Milk and Dairy Products. Milk, cream, butter, cheese, yogurt, ice cream, and other dairy products must be made by the producer wholly from milk raised by the producer. Grazing animals must have regular access to pasture. You may not use hormones.

Fish and Shellfish. The producer must raise or legally catch fish and shellfish and hold appropriate license. Prepared foods must be made exclusively from the producer's catch.

General Rules:

Definition of a vendor: A person who has completed an application, agreed to the market guidelines and been accepted for participation in the Port Towns Farmers Market. A "vendor" is the grower or producer of products sold, and includes family members or employees of the applicant listed on the application.

Permitted items for sale: Vendors may only sell items listed in their vendor application. Products like eggs, jams, honey, preserves, baked goods and prepared/hot foods will be permitted as they fit with vendor guidelines and are approved by the Prince George's County Health Department. A no-cost permit via Maryland Department of Agriculture is required to sell eggs.

Prohibited items for sale: No vendor will be allowed to resell water or bottled beverages (Homemade juices or teas are allowed) nor prepackaged goods not prepared by the vendor or its partner farmers.

Adhering to market hours: Vendors may not sell before the market begins at 10:00am, without exception. Market hours are 10:00am-1:00pm. Vendors are expected to begin setting up by 9am and to have cleaned up and vacated the market site by 2:00pm.

Appropriate equipment: Vendors are expected to provide their own signs, tents, tables, tent weights, and chairs, as needed. Tent weights are required. Vendors are expected at the market, rain or shine, and should come with appropriate equipment for this all-weather market.

Clear signage: Legally, vendors must post clear, legible, and visible signs with the following information:

- Business name and location;
- Product names and prices;
- Information about methods of production;

Signage and labeled prices are important for two reasons: 1) signage helps create your identity within the shopper base and 2) visible prices create consistent and fair system for shoppers. Having signs is an important method for bringing in good sales. Bilingual (English-Spanish) signage is highly recommended for our customer base.

Maintaining Market Eligibility: *What vendors must do for the market*

Regular Participation in Market

A. The Port Towns Farmers Market will operate from 10:00am-1:00pm every Saturday beginning June 6th to October 3rd 2015.

B. Market absences must be approved by Market Manager. Please contact the Market Manager if you are a regular vendor and are not able to attend market on any given day. Failure to notify the Market Manager at least one day in advance of missing Market will result in a \$20 fine. Repeated absences may result in suspension or expulsion from the market.

C. Periodic vendors may participate on an occasional basis with advance permission from the Market Manager.

D. In effort to create a consistent vendor attendance and consistent customer base early in the season, we require that all 2015 vendors be present at market—without absence—during the first four weeks of the market.

Allow for inspections – All vendors shall allow staff of Port Towns Farmers Market, from time to time and at any time, with or without notice, to inspect their production facilities and review all production-related records. Vendors should expect a jointly scheduled pre-season visit from Port Towns Market managers in 2015.

Comply with sanitary rules and regulations – All vendors must comply with rules and regulations of the Prince George’s County Health Department. Vendors shall apply directly to the Prince George’s County Health Department for any necessary temporary permit. Vendors are responsible for submitting a copy of the appropriate permit with their market application. Vendors required to have licenses are expected to have them on-site during market days.

Vend in assigned space with appropriate equipment – The Market Manager shall assign spaces prior to the first market day of the season. Only approved Market Vendors can sell approved products in the assigned market space.

Pay Season Vendor fees – Vendors are responsible for paying vendor fees in cash or check, which are as follows:

Season: \$100 with a \$100 deposit for entire 18 week season if paying up front (\$200 total) included with application. The \$100 deposit will be refunded at end of season with a total of 16 attendances at market. Vendor will be assigned a space and given priority.

Weekly: \$15 per week, payment is due at start of market and application approved for market. Vendor must let market manager know 5 days in advance of market (by Monday before) that they will be attending the market.

Exceptions: Vendors participating in microenterprise programming provided by Crossroads Community Food Network or ECO City Farms may have fees waived, depending on program conditions.

Food Benefits – At this time, vendors are encouraged, but not required, to accept SNAP/EBT, WIC, FMNP, WIC FVC and Senior FMNP food benefit payments. Those already accepting one or more of these payments will be placed in higher priority in vendor selection.

Maryland Market Money Double Dollar Program – The market organizers are pursuing Maryland Market Money funding for a Double Dollar program for the market. This would double spending dollars for all SNAP and WIC customers, of which there are a high proportion in the community. It would also provide a SNAP terminal allowing all farmers to accept SNAP funded token used by customers and would provide ability for any customer to use the market terminal for tokens to spend at the market. *If funding is secured for the 2015 season, then:*

- All vendors must agree to accept \$5 (credit/debit) tokens and \$1 EBT tokens for SNAP-eligible products.
- All vendors selling fruit, vegetables, meat, eggs, dairy, fish and honey must agree to accept double dollar program checks, if available from the market management.

- When accepting \$1 EBT tokens, vendors must comply with federal guidelines for SNAP benefits at farmers markets: <http://www.fns.usda.gov/snap/eligible-food-items>.
- Change may not be given for \$1 EBT tokens, WIC/FMNP coupons or Maryland Market Money slips.
- The Port Towns Farmers Market will reimburse all vendors for tokens and double dollar coupons on a biweekly basis.

Report Sales Amounts – Vendors are expected to track and report weekly sales by payment type to the market manager. Vendors will report total weekly sales to Market Managers after market or via email. Total sales include payment in cash, check, credit cards, SNAP/EBT, WIC FMNP, WIC FVC, and Senior FMNP accepted during the market. The reason for this is that we want to demonstrate impact for community residents and for farmer and food vendors. All information collected on sales will be aggregated into totals and kept strictly confidential and not shared with other vendors.

Data collection – All vendors will participate in Port Towns Farmers Market’s data collection and reporting procedures, especially in regards to sales, to support our efforts to share statistics with our funders and supporters. Vendors are also expected to participate in vendor surveys administered periodically by Port Towns Farmers Market staff.

Display Appropriate Conduct – No smoking under or around market tents. Treat other market vendors, customers and market staff with respect.

Clean up – Vendors shall be responsible for post-market clean-up of their space, including sweeping up discards and taking trash for appropriate disposal. Prepared foods vendors should provide trash receptacles for waste from their stand. The market manager’s decision on these rules and all other matters concerning the market is final.

Violations – Any complaints against a vendor are the responsibility of the market staff and will be investigated. The market manager and staff of ECO City Farms, reserve the right to cancel the approval of any vendor’s application at any time if and when they find said vendor in violation of any of the aforementioned guidelines and eligibility requirements.

Insurance – All producers *are required* to carry appropriate liability insurance for their individual products sold and attach a certificate of insurance along with the market application.

Hold Harmless Clause – All authorized vendors participating in the Port Towns Farmers Market shall be individually and severally responsible to the City of Bladensburg (City) and County of Prince George’s (County) for any loss, personal injury, deaths, and/or any other damage that may occur as a result of the vendors’ negligence or that of cost, damages and other expenses, including attorney’s fees, suffered or incurred by the City/County by reason of the vendor’s negligence or that of its servants, agents and employees; provided that the vendors shall not be responsible nor required to indemnify the City/County for negligence of the City/County, its servants, agents or employees.

Modifications – The market manager and ECO City Farms reserve the right to revise the guidelines at any time as deemed appropriate, as long as they are communicated to vendors.

Market management responsibilities: *What market managers will do for the market vendors*

The Port Towns Farmers Market, ECO City Farms, the Town of Bladensburg and partners will do the following:

Promotion and advertising: provide widespread promotion and advertising to the surrounding community and the Port Towns of Colmar Manor, Bladensburg, Cottage City, Edmonston and other areas. Disperse through community networks, list serves, town newsletters, and community groups; distribution of flyers and signs and posting temporary directional signs the day of the market.

Recruit vendors: The market manager and ECO City Farms will work to recruit and select vendors in accordance with the market's goals and mission of providing fresh, healthy food to the Port Towns sourced from local farmers and food businesses.

Management of vendor/product balance: market manager will strive to provide the best balance of food and food products for the market that will have the greatest impact to both local customers and to participating vendors. In order to maintain the fresh food impact and focus of the market, the number of farmer vendors should never fall below 65% of total number of vendors at the market.

Enforcement of rules: The market manager and ECO City Farms will work with vendors and visitors to the market to be certain that market rules are adhered to.

Financial incentives: The market manager and ECO City Farms will pursue bringing financial incentive programs, such as Double Dollar and MD Fresh Checks to the Port Towns Farmers Market to attract more customers to the market and benefit vendors with greater sales. If obtained the market manager and ECO City Farms will manage the incentive programs.

Site setup/takedown and trash collection: The market manager will setup and take down all market signs, barricades and other facilities as needed, as well as assign spaces to temporary vendors on a weekly basis. The Town of Bladensburg will provide trash receptacles and trash pickup.

Insurance: The market will provide general liability insurance for the market as a whole; individual vendors must provide insurance for their products in order to be fully protected.