



## PORT TOWNS FARMERS MERCADO REGULATIONS FOR VENDORS

Saturdays 10:00-1:00 | June 3 to September 2 2017  
4521 Kenilworth Avenue, Bladensburg, MD 20710

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

### 2017 Port Towns Farmers Mercado Rules and Regulations

#### Eligibility Requirements:

The Port Towns Farmers Mercado 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 market, 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 licensed commercial 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.

**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.

**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.

**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 Mercado. A vendor is the grower or producer of products sold, and includes family members, employees or volunteers 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, homemade juices or teas, 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. Bottled water is permitted for resale.

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

**Adhering to market hours:** Market hours are 10:00am-1:00pm. Vendors are expected to begin setting up by 9:30 and to have cleaned up and vacated the market site by 2:00pm. The market is open regardless of weather, and vendors are expected at the market, rain or shine. In the case of dangerous weather conditions such as tornado warnings, the market manager will make the determination to close or cancel the market and notify all vendors immediately.

**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 three reasons: 1) signage helps create your identity within the shopper base; 2) visible prices create consistent and fair system for shoppers; and 3) having signs is an important method for bringing in good sales. Bilingual (English-Spanish) signage is highly recommended for our customer base. If a vendors accepts WIC/ FMNP vouchers/ or Credit cards or other alternative forms of payment than cash, we highly recommend a sign for this as it will generate greater sales.

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

#### **Regular Participation in Market**

A. The Port Towns Farmers Mercado will operate from 10:00am-1:00pm every Saturday beginning June 3 to September 2, 2017.

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. Guest vendors may participate on an occasional basis with advance permission from the Market Manager and be charged a weekly fee.

D. In effort to create a consistent vendor attendance and consistent customer base early in the season, we require that all 2017 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 Mercado, 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 2017.

**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:* \$200 for Prince Georges County residents, and \$250 for all others for entire 14 week season included with application. A \$100 rebate will be refunded at end of season if a vendor is present at the market 13 out of the 14 weeks season.

*Weekly:* If a vendor is approved for semi-weekly participation at the market from application, a \$15 per week, payment is due at start of market. Vendor must let market manager know 5 days in advance of market (by Monday before) that they will be attending the market.

*Exceptions:* Participants of microenterprise and farming classes offered by Crossroads Community Food Network and ECO City Farms may have fees waived.

**Food Benefits** – At this time, fruit and vegetable vendors are encouraged, but not required, to accept MD WIC, FMNP, WIC FVC and Senior FMNP food benefit payments, due to the high volume of WIC customers. The market will have a SNAP/EBT terminal and token system for those paying by SNAP, providing ability for any SNAP customer to use the market terminal for tokens to spend at the market.

**Maryland Market Money Double Dollar Program** – The market will again participate in the Maryland Market Money funding for a Double Dollar program for the market. This doubles the spending dollars for all SNAP and WIC customers, of which there are a high proportion in the community. Therefore,

- 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 tokens. These will be reimbursed by the market.

- When accepting \$1 EBT tokens, vendors must sell only SNAP permitted foods and comply with federal guidelines for SNAP benefits at farmers markets:  
<http://www.fns.usda.gov/snap/eligible-food-items>.
- Vendors may not give change to customers using \$1 EBT tokens, WIC/FMNP coupons or Maryland Market Money slips.
- The Port Towns Farmers Mercado will reimburse all vendors for tokens and double dollar coupons on a weekly basis. Vendors must bring their EBT tokens and Maryland Market Money slips to the market manager by closing to cash out and receive payment or receipt.

**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 at the close of each market. 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 the 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 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 home for appropriate disposal. Prepared foods vendors should provide trash receptacles for waste from their stand and take trash home. 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 Mercado, 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. The market will also be posted on state and local directories and other promotional opportunities.

**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 50% 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 Maryland Market Money Double Dollars to the market to attract more customers and benefit vendors with greater sales. The market manager and ECO City Farms will manage the incentive programs and reimburse vendors in a timely manner for all transactions made with these tokens.

**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.