

## **AUSABLE VALLEY GRANGE FARMERS' MARKET COMMITTEE RULES & POLICIES**

Ausable Valley Grange farmers' markets are first and foremost a place where genuine farmers sell quality products, which they have produced on their own farms. They do so in cooperation with their colleagues — food processors and purveyors, artists, and craft artists who share in their commitment to quality, and locally produced goods. Such markets are called Producers-Only Markets. The following rules and policies have been developed with the sole purpose of furthering this objective and reinforcing our commitment to a local economy and marketplace.

### **I. General Rules and Definitions**

**A.** Ausable Valley Grange farmers' markets (subsequently referred to as the Market) are reserved for members who are growers, craft artisans and producers of products approved for sale by the Ausable Valley Grange Farmers' Market Committee (AVGFMC).

1. Goods offered for sale are expected to be of the highest quality. If, in the opinion of the Market Manager and/or AVGFMC, a vendor offers inferior quality products, the vendor may be asked to withdraw the item(s).
2. Home/farm based producers of farm products, crafts, prepared foods and baked goods shall be given preference.

**B.** It is against the policy of the AVGFMC for any market member to purchase items and resell them at the Market. Only categories approved by the AVGFMC, which are produced by a member or a member's household or employees on land owned or rented by that member, may be sold or given away by the vendor.

1. For vegetables and small fruit growers, rental of local land is permitted. Rental of orchards is permitted by members who are in full control and supervision of the individual steps of production. Any other arrangement must be submitted in writing with the member's application for action by the AVGFMC.
2. Vendors may provide free samples to customers as long as this is done in a safe and sanitary manner in compliance with the regulations of the Department of Health.

**C.** Consumer inquiries regarding pesticide use and other farm practices must be answered factually without misleading information. The Market Manager and/or the AVGFMC reserve the right to limit vendor's claims regarding farm practices that cannot be verified.

**D.** Genetically engineered plants and animals, and products grown or produced with engineered hormones (e.g., Bovine Growth Hormone), are banned from market sale.

### **E. Definitions**

1. Farmers include those who grow or produce their products locally.

2. Local commonly means within approximately 100 miles. For our purposes, local may include adjacent regions that fall within approximately 150 miles of our markets.

## **II. Market Products**

The following is a list of products that may be sold at the Market; they are divided by vendor type. Additional products not included in this list will be considered on a case-by-case basis. The Market product category, once approved by AVGFMC will generally be approved for the following season provided it is marked properly on the member's application. However, the AVGFMC reserves the right to deny an item or product at its discretion. This product list may be subject to change at the sole decision of the AVCFMC.

### **A. Farmers**

1. Fruits - grown by the vendor.
2. Vegetables - grown by the vendor.
3. Dried fruit and vegetables - only from fruit and vegetables grown and dried by the vendor.
4. Bottled cider and fruit juice - sold by the producer of the fruit or pressed by the vendor.
5. Field and greenhouse grown plants, flowers, cut flowers and herbs - grown by the vendor from seeds, plugs, dormant roots, bulbs or cuttings.
6. Meat products - 100% from animals raised from weaning by the vendor.
7. Fresh water fish, raised by the vendor through aquaculture from fingerlings of no more than 2" in size, and legally caught wild fish.
8. Milk - produced from the vendor's own herd.
9. Cheese and other dairy products - produced by the vendor from local milk.
10. Eggs - from the vendor's own fowl.
11. Poultry -100% from the birds raised by the vendor from chicks.
12. Animal products - wool, fleece, yarn, feathers, down, and leather produced from animals owned by the vendor. Preference shall be given to vendors who process their own product.
13. Honey and bee products - produced from the vendor's own bees and bottled/packaged by the vendor.
14. Maple syrup - processed by the vendor from the vendor's own or rented sugar bush.
15. Hay and straw, and feed products grown/produced by the vendor.

### **B. Food Processors**

1. Jams and preserves - prepared by the vendor from fresh produce from the region when available. Preference shall be given to vendors using local ingredients purchased directly from the farmer/producer.
2. Grain products - pancake mix, granola and other grain products from grain blended/mixed by the vendor.
3. Baked goods - fresh baked and prepared from scratch by the vendor (no

commercially prepared dough mixes, crusts, shells, fillings, or contents). Preference shall be given to vendors using local ingredients purchased directly from the farmer/producer.

4. Teas, herbs, spices, herbal vinegars blended/prepared and packaged by the vendor. Preference shall be given to vendors who grow their own ingredients.

5. Ready to eat prepared foods - high quality food items prepared and packaged by the vendor. Preference shall be given to vendors who use locally grown farm-direct products reflecting seasonable availability.

### **C. Arts & Crafts Products**

1. Crafts - high quality craft items designed and executed by the vendor and chosen by the AVGFMC through a jury process.

2. Objects of Art - All works must be created solely at the hand of the artist and will be juried in the same manor as crafts. Any art falling under the category of "found art" must show manipulation by the artist as in arranging or mounting and will be juried in the same manor as above.

### **D. Food Caterer/Purveyor**

1. Sandwiches, soups, desserts and any other prepared food that is consistent with the Market's theme of fresh, high quality food, and is prepared locally. Food purveyors should make every effort to include raw ingredients from other vendors at the market in all their menu items. Foods should be chosen for their seasonality and local connections.

2. Drinks at market - cider, fruit juice, and tea (must adhere to the requirements set forth in II. A. 4. and II. B. 4). Food purveyors may sell additional beverages created by the vendor that include non-seasonal or non-regional ingredients but should maintain some connection to regional ingredients and seasonality. As example, in the case of smoothies, vendors should strive to include seasonal berries.

3. Services, at the discretion of the AVGFMC and as space permits, including but not limited to: massage therapy, bicycle repair, book readings and author signings, artistic/cultural lectures and instruction.

## **III. Market Operations**

### **A. Vendor Compliances**

1. Vendors must comply with the appropriate federal, state, and local regulations.

2. Vendors selling taxable items must display a valid NYS Certificate of Authority.

3. Vendors with nursery and greenhouse crops must display a valid NYS Nursery License.

4. Vendors selling meats, processed foods, prepared foods, baked goods and other perishable items must do so in compliance with the requirements of the NYS Department of Health and NYS Department of Agriculture and Markets and any other applicable regulatory agencies.

5. Vendors selling by weight must have scales approved by the appropriate Weights and Measures County Office, and have the appropriate current certificate/sticker.
6. Necessary certificates, permits, and licenses must be on file with the AVGFMC before a vendor may sell products at market.

## **B. Insurance**

1. The Grange (AVG) shall carry liability insurance offered by Northern Insuring. The AVGFMC strongly recommends that vendors carry an adequate amount of additional liability and product insurance.

## **C. Market Fees and Application**

1. Ausable Valley Grange Membership - The yearly membership fee for both vendors and non-vendors shall be established annually by the AVGFMC. Members are encouraged to attend all AVG meetings.
2. Seasonal Fees - All fees will be established for the Market by the AVGFMC. The Committee will strive to create a fee schedule that is commensurate to traffic and expected sales at the Market. The Market does not guarantee a minimum level of business for any vendor. There is no daily fee for an expanded space or a double space — those wishing an expanded space or double space must pay for the season. Payments of seasonal stall fees are due by 15 days prior to Market opening. Failure to comply with this schedule will result in the loss of the right to attend the market until the stall fees are paid in full.
3. Returning vendors who are in good standing are offered the Returning Vendor Short Form Application and maintain first option on last year's booth space provided market conditions permit this practice. Returning vendors who are in good standing apply with the understanding that market acceptance is implied but not guaranteed.
  - a. Any returning vendor who has not applied for the Market by 30 days before opening day of the season must reapply as a new vendor and be approved for the AVGFMC. The AVGFMC reserves the right to cancel the privileges of any member who, in the opinion of the Market Manager, has willfully violated the Rules and Regulations governing the Market.
4. The standard vendor area at market is 10 ft x 10 ft, or 100 sq ft. Expanded spaces are 15 ft x 10 ft, or 150 sq ft. Displays are expected to stay within the vendor's booth area. The FMC may seek additional charges from vendors who exceed their booth space.
  - a. Vendors may not share a booth space.
5. Farmers that have CSA distribution at market may only distribute product from their own farm.

## **D. Market Day Rules**

1. The Markets are held outdoors rain or shine. The Market hours do not change after season opening. Cancellation of the Market or early closure due to

dangerous or severe weather conditions shall be at the sole discretion of the Market Manager.

2. Each vendor will be responsible for all equipment and supplies for the set up of a booth — table, scales, bags, signs, tent, etc., and must operate his/her market space in a safe and sanitary manner.

a. Display facilities must be constructed in such a way as to pose no hazards to customers and to allow easy access to the goods on display.

b. Produce and other food items may not be placed directly on the ground.

c. Vendors who provide samples and/or products (such as food) that result in waste materials must provide containers for waste disposal. Vendors are responsible for removing this waste at the end of the day; it cannot be discarded in trashcans provided by the supporting village. The vendor's area must be clean of any refuse at the end of the market.

3. Each vendor must identify themselves or their business by use of an attractively lettered sign stating their name and location.

a. Vendors are encouraged to have business cards and to post photos of their farm or homestead.

b. Brochures that list retail activities with patrons that extend beyond the market and throughout the year are encouraged.

4. Attendance - If a vendor is unable to attend the Market on a specified Market day, he or she is required to notify their contact person (usually the market manager) no later than two hours before market opening. Failure to follow this policy will compromise the "good standing" for that vendor.

5. Market Manager – The AVGFMC will appoint a market manager for each market annually. The manager will be selected from the pool of vendors who volunteer for the job.

a. The manager lays out the space for vendors at each market, and directs vendors, performers and, volunteers to their designated space. Managers enforce the rules and policies, answer customers' questions, and cooperate with the host organization to minimize conflicts. It is the manager's job to insure that the market is running smoothly.

b. The manager reports any problems that occur at market to the AVGFMC.

c. The manager will be compensated for his/her work by receiving a rebate equal to half the single booth fee. Compensation may be adjusted for the largest markets that have the longest seasons.

6. Set Up - For safety reasons, vendors should have their vehicles properly parked and stands in place before the opening of the Markets.

a. Vendors should always use extreme care when entering the Market place with their vehicles, drive slowly and remain aware of pedestrians.

b. Vendors may set up at their market sites up to two hours before the market opens, but must occupy their spaces no later than one half hour

before market opening. Occupying your space is defined as having all market paraphernalia unloaded at your location and your vehicle parked in an appointed space. Repeated lateness will result in penalties as outlined in III. E.

7. Vendors shall not begin to transact business until the designated time for the Market to open.
8. Each vendor shall remain in his/her own market space when selling products. Sales should be conducted in an orderly business manner. No shouting, hawking, or other objectionable means of soliciting shall be tolerated. Vendors shall exhibit courtesy and cooperation to customers and to other vendors selling at the market.
  - a. Vendor owners/principals must attend at least 15% of the season's market days. People working in their place must be informed of all the market rules and regulations. The vendor is responsible for any fines and for resolving any other problems that may occur in their absence.
9. Illegal discrimination is not permitted at the market. Vendors are expected to be courteous and honest at all times. Disagreements with customers, fellow vendors, and the Market Manager must be handled in a respectful manner so as to not disrupt the Market.
10. Public drinking of alcoholic beverages and smoking by vendors or their representatives is not permitted anywhere on the Market grounds on market day.
11. Vendors may not bring pets to the market. Small farm animals may be brought to market with prior permission; they should be caged or tethered. Fowl should be perched or caged. Large animals are not permitted without special arrangements. Any animal that routinely makes a disturbance will not be allowed to return. Vendors are responsible for injury to individuals caused by their animals and for any damage to the Market grounds.
12. Break Down - Vendors are required to remain at the Market for the entire Market day until the official closing time.
  - a. Vendors should exercise diligence in leaving market sites by dismantling no earlier than 5 minutes after Market closing, packing up, and cleaning their site within one hour of the Market closure.
13. A Community Tent is available at our markets for use by local civic groups and non-profit organizations wishing to promote their civic or social causes. Groups that are approved by the AVGFMC may use this tent for one or more dates during the market season. Groups using the tent must be members of the AVG or provide a certificate of additionally insured.
14. Amplified music is not permitted at the Market unless it is part of entertainment sponsored by the Market.

#### **E. Penalties for Violations**

1. For violating the Producer-Only Rule:
  - 1st violation: Verbal warning or letter demanding the products be removed.

- 2nd violation: Indefinite suspension or termination by letter.
2. For violating other Rules (e.g. being on time, securing canopy, cleaning up):
- 1st violation: Verbal warning from market manager
  - 2nd violation: Warning letter
  - 3rd violation: One market day suspension
  - 4th violation: Indefinite suspension or termination by letter.

#### **IV. Farm inspections**

A. Members of the AVGFMC or the Market Manager with a designated knowledgeable assistant may inspect any farm or establishment with written advance notice. Inspections will be made only with the member or his/her representative present unless otherwise permitted. Members must provide any help necessary to thoroughly document products and conditions recorded at the inspection. The member will be notified in writing of the results of the inspection within seven days of the inspection. Refusal to allow an inspection may result in suspension from the Market.

#### **V. Marketing**

A. The AVGFMC will make every effort to promote the Market to the community at large. Vendors are strongly encouraged to provide information about their farms and homestead production, including photos, for the AVGFMC staff. The staff will use this information in press releases, public service announcements and marketing brochures.

B. The AVGFMC will organize and present other activities during market hours to encourage attendance. We ask vendors to cooperate with our efforts and participate in those activities when necessary.

#### **VI. Complaints**

A. Member complaints should be directed to the Market Manager or the designated representative of the AVGFMC.

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